

LIFE



ICE SHOW

MAY 20, 1946

10

CENTS

YEARLY SUBSCRIPTION \$4.50



Color Photograph by John Paul Pennebaker

Just try these Master Tools of Writing — that's all we ask!

Writing as silent and smooth as the glide of a gull . . . Action as instantly sure as the snap of spring steel . . . Beauty as inherent and fine as that of a jewel—that's Sheaffer's "TRIUMPH" pen and pencil ensemble. The cylindrical, 14-K *Lifetime** POINT of the pen is bigger and stronger. The sleeve tip of the pencil supports the lead, reduces breakage to a minimum. The transparent barrel of the pen signals when to refill. Both pen and pencil have self-adjusting clips. These exclusive, functional features make "TRIUMPH" pens and pencils the greatest values—by any test or comparison.

VALIANT "TRIUMPH" pen, \$12.50; pencil, \$5; complete set, \$17.50. Federal excise tax additional. Other sets, \$3.95 up. Complete range of Colors.

SHEAFFER'S

Copyright 1946, W. A. Sheaffer Pen Co. ®Trademark Reg. U. S. Pat. Off.

"TRIUMPH" Pens and Fineline Pencils

The
Lifetime
POINT

Unconditionally Guaranteed
For First User's Lifetime
Without Repair Charges
If Sent To Sheaffer
Factory!



LISTEN EVERY SUNDAY to SHEAFFER'S PARADE with Carmen Cavallaro—NBC Complete Network: 3 P. M. E. T.; 2 P. M. C. T.; 1 P. M. M. T.; 12 Noon P. T.

Copyrighted material

"Are you sure your grandpa wasn't a mountain goat?" chided Elsie

"THAT'S A TWO-CENT INSULT, if I ever heard one!" bellowed Elmer, the bull.

"But I didn't mean it that way, dear," protested Elsie, the Borden Cow. "It's just that you've been leaping over these hills like a billy goat. And this old car is no yearling."

"Woman," said Elmer haughtily, "you forget I am at the wheel!"

"That's just what's worrying me," murmured Elsie.



"At this speed no one can trust his reflexes—not even you. Suppose you met another car when you came around that curve on the wrong side?"

"I'd pull out and around it quicker than you can say *Hemo*," answered Elmer.

"Thanks for mentioning it," said Elsie. "*Hemo* is a wonderful word to have on the tip of your tongue when you want a delicious *milk-chocolate* drink that's teeming with vitamins and minerals you need to feel really *alive*. But I'm afraid you'd have to do more than say *Hemo* if your own car had a blowout."

"DON'T SAY THINGS LIKE THAT!" quavered Elmer, slowing down. "What are you trying to do? Spoil the fun?"

"Me spoil the fun?" laughed Elsie. "Look at the fun



I bring to meals and parties every day with my *Borden's Ice Cream*. It's glorious refreshment, and more fun to eat than any other food you know."

"I get it," snorted Elmer. "You get me to slow down so you can race on about *Borden's*."

"Oh, we don't *race* at *Borden's*," teased Elsie. "We hang up wonderful safety records. Why, last year our drivers covered 23,000,000 miles, and not one fatal accident. Isn't that fine, when you think that more



than a million folks were injured in auto accidents last year?"

"A million!" gasped Elmer. "I knew there were lots of goofy drivers, but not a million!"

"Oh, many of them were good and careful drivers," corrected Elsie. "But they met up with someone who was driving with one headlight, or someone who didn't check his brakes, or raced on worn-out tires or on wet pavements, or forgot about the pedestrian."



"Look!" snapped Elmer, "suppose you take the wheel, and see what kind of a job you do!"

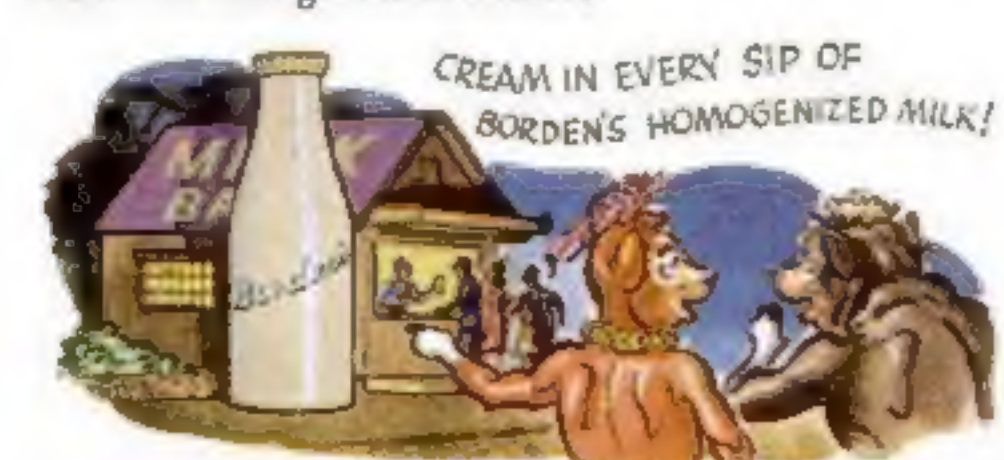
"Oh, I'm no driver," smiled Elsie. "My job is selling fine foods like *Borden's Evaporated Milk*. It's so safe



for babies, and has 400 units of Vitamin D in every pint."

"AW, cut the groceries talk!" commanded Elmer. "I'm out for pleasure."

"You'll find all kinds of pleasure," twittered Elsie, "in *Borden's Eagle Brand Cream Cheese*. It's the creamiest cream cheese that ever nestled between slices of bread—or ever glorified a salad."



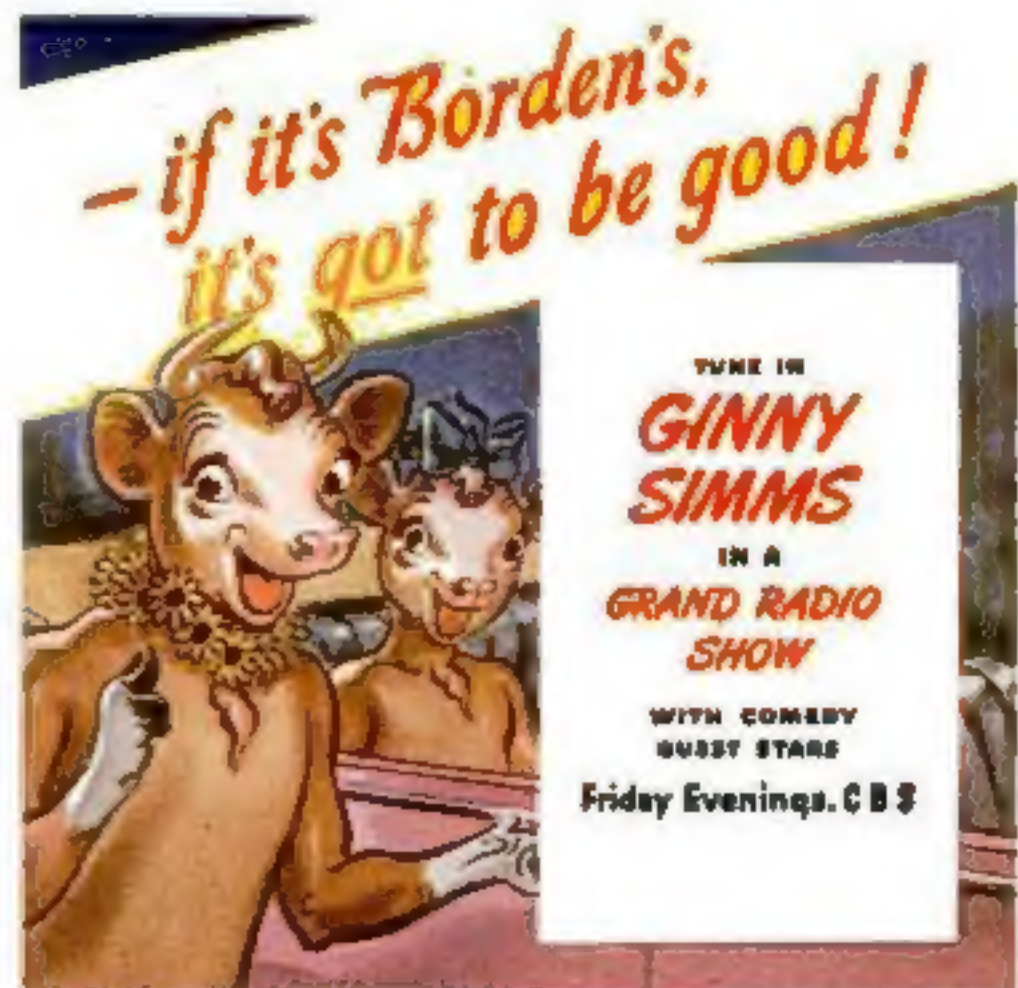
"If that's your idea of bright conversation," barked Elmer, "I'll take a little silence."

"But, dear," teased Elsie, "nobody can keep silent when you mention *Borden's* fine foods. Why, they go into rhapsodies about *Borden's Homogenized Milk*. It's got cream and Vitamin D in every smooth, safe sip!"

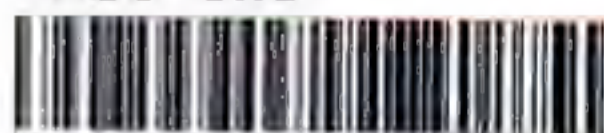
"Wh-e-e-w!" sighed Elmer. "Why don't you tell it to the judge? See what he says!"

"Why, dear," laughed Elsie, "any judge worthy of the name will tell you safety comes first when you're buying foods—and when you take your family for a drive!"

"Pick up the marbles," said Elmer. "You win! We're going home—and *sl-ow-ly*!"



This One



S7TS-NG6-US9H

© The Borden Company

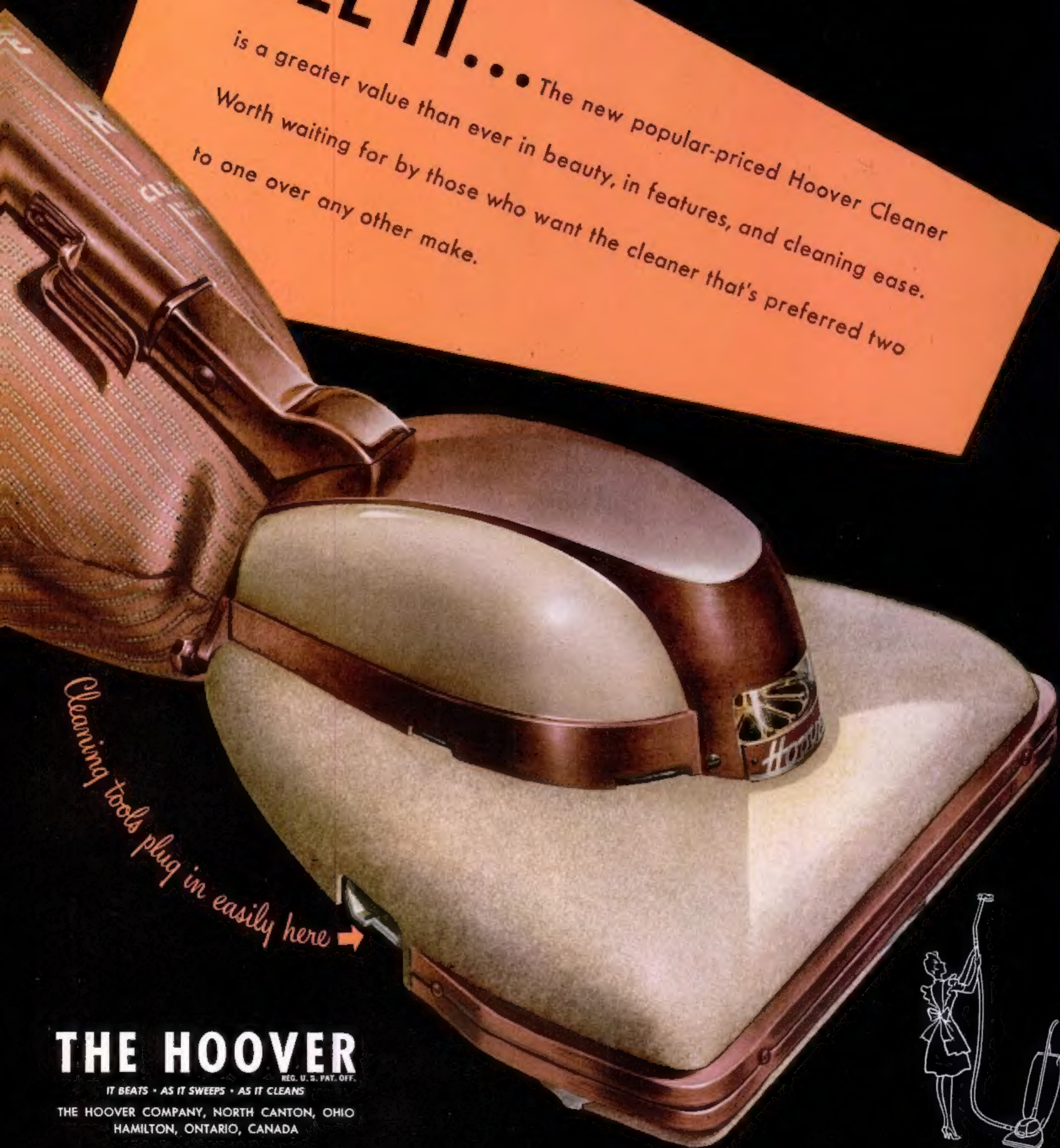
Copyrighted material

WARTIME LESSON

Hoover peacetime service continued on a 48-hour basis during the war. That built new respect and friendship for the Hoover Cleaner. Before buying any appliance, ask yourself if it has an honest service behind it.

SEE IT...

...The new popular-priced Hoover Cleaner is a greater value than ever in beauty, in features, and cleaning ease. Worth waiting for by those who want the cleaner that's preferred two to one over any other make.



Cleaning tools plug in easily here →

THE HOOVER

REG. U. S. PAT. OFF.

IT BEATS • AS IT SWEEPS • AS IT CLEANS

THE HOOVER COMPANY, NORTH CANTON, OHIO
HAMILTON, ONTARIO, CANADA

Bright about his business . . .

Dumb about his Dandruff!



Pityrosporum ovale, the strange "bottle bacillus" regarded by many leading authorities as a causative agent of infectious dandruff.



Don't Ignore Nature's Warning! It may be the Infectious Type!

Funny, isn't it, that the man who overlooks nothing when it comes to getting ahead in business, and who gets upset about the slightest rattle in his motor, is often the same bird who pooh-poohs that telltale shower of flakes and scales on his coat shoulder?

The first thing he knows he may be in for a mean and troublesome case of infectious dandruff . . . *and can it be mean and troublesome!*

Listerine Antiseptic—Quick!

Don't scorn Nature's warnings! Persistent flakes and scales and itching often indicate the presence of infectious dandruff. Get started at once with Listerine Antiseptic and fingertip massage . . . the easy, delightful home treatment that has helped so many. It tackles an infectious problem as infections should be

tackled—with antiseptic action.

Make it a part of your regular shampoo and, if you do not see rapid improvement, follow the treatment twice a day, or oftener. The same treatment, used twice a day in clinical tests, brought complete disappearance of, or marked improvement in, symptoms of dandruff to 76% of dandruff sufferers within 30 days.

Kills "Bottle Bacillus"

Listerine Antiseptic gives scalp and hair a cool, antiseptic bath which kills millions of germs, including the stubborn "bottle bacillus".

This tough, hard-to-kill customer is looked upon by many a noted dermatologist as a causative agent of infectious dandruff.

You'll be delighted when you see how rapidly those

embarrassing flakes and scales begin to disappear. Your scalp feels better...your hair looks better...all without grease, mess, fuss or bother.

You realize, of course, that Listerine Antiseptic is the same antiseptic that has been America's standby for oral hygiene for more than 60 years.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

the tested treatment
LISTERINE ANTISEPTIC
and MASSAGE

"PROTECTING THE AMERICAN HOME"



In 1759, following the capture of the French forts at Ticonderoga and Crown Point, Lord Jeffrey Amherst ordered a highway hewn out of the virgin forest to link the newly-won outposts with the colonies on the eastern seaboard. Thus was born the famous Crown Point Road — Vermont's first highway.

A new road to easier home-owning

DESIGNED to smooth the going for you when you buy or build your new home, National Life's "Packaged Mortgage" is a real boon to today's home buyer. Only *one* contract . . . one uniform item on your monthly budget . . . covers your house, lot and major household appliances — your refrigerator, range, dishwashing machine, home freezer, home laundry equipment and such.

We're happy to be the first financial institution to offer this modern, all-inclusive, low-cost plan on a nationwide basis. We like to feel that building new "roads" where a need exists typifies the progressive spirit which has always guided National Life.

If you're planning to build or buy, you owe it to yourself to find out how National Life's "Packaged Mort-

gage" makes it easier to reach your objective than old-fashioned financing methods. Just clip and mail the coupon below today. National Life, of course, also offers all standard forms of life insurance — each policy backed by a 96-year-old reputation for strength and dependability.

Quick Facts on the New "Packaged Mortgage"

- One convenient, low-cost mortgage covers everything — house, land, and major household appliances as noted above.
- Only one uniform payment each month in your budget.
- Lower payments distributed over the life of the loan.
- Lower interest charges than with ordinary installment financing.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE — **VERMONT**
MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. L-118, MONTPELIER, VERMONT
Without obligation, please send me full information on your new, low-cost, all-inclusive plan for financing my home.

Name.....
Business or Home Address.....



LETTERS TO THE EDITORS

PEIPING

Sirs:

Thanks for the beautiful photographs of Peiping (LIFE, April 29). It is reassuring to know that there are still some beautiful places remaining after the devastating war. . . .

RUTH MAYERS

New York, N. Y.

Sirs:

. . . I have never seen such beautiful pictures! The colors seemed to vibrate with realism and their reproduction in magazine form is superb.

HENRY P. FABBIZIO

Norwalk, Conn.

CATS

Sirs:

I think the readers of your splendid cat article (LIFE, April 22) might be interested in the following historical item, which seems to be the first law with reference to cats made in the Western European countries.

About 948 A.D., Howel Dda, King of Wales, decreed the price of a kitten by law. Another price (or fine) was established for stealing a cat from one of



10TH CENTURY PENALTY

the king's granaries. The thief had to pay one sheep and as much grain as needed to cover completely a cat suspended from the tip of its tail.

WILLY LEY

Washington, D. C.

WHY MEN PRAY

Sirs:

Your editorial "Why Men Pray" in LIFE, April 22, is a message needed by all men of every generation. . . .

REV. JOHN D. SCHOFIELD

Losantville, Ind.

Sirs:

We are grateful for your editorial "Why Men Pray", but you have made the common error with the child's prayer, "Now I lay me." As most people use it and as you have printed it, it is not a prayer but simply a declaration. To make it a true prayer the third word in the second and fourth lines should be "Thee," not "the"—and so the prayer would read:

Now I lay me down to sleep
I pray Thee, Lord, my soul to keep.
If I should die before I wake,
I pray Thee, Lord, my soul to take.

WALLACE E. CONKLING
Bishop of Chicago

Chicago, Ill.

• Since first recorded in *Enchiridion Leonis* in 1160, the prayer has undergone several changes. The most widely known version, which LIFE used, appeared first in the 1784 edition of the *New England Primer*.—ED.

INSIDE ★

Paramount



Dear Friend . . . You'll love our latest "THE BRIDE WORE BOOTS." It's the merriest love story you'll see this—*or any other*—Springtime.



In it, Babs is an outdoor girl while Bob is a fireside athlete with no horse sense.



But when they get together at America's favorite indoor sport . . . and Bob catches Babs with her boots off—Oh, Brother! Don't miss . . .

Barbara Stanwyck
Robert Cummings
Diana Lynn
in



It's another gay entertainment from The Academy Award Company—

Paramount Pictures

CONTINUED ON PAGE 4

A development of
B.F. Goodrich
FIRST IN RUBBER



Photo courtesy of The Pallotizer

The tires with built-in lightning rods

A typical example of B. F. Goodrich development in tires

IN POWDER plants, distilleries, chemical plants, and similar installations, one tiny spark may cause a terrific explosion.

Trucks and trailers used for interplant hauling generate static electricity as they roll over the floors and runways. How to keep this electricity from building up to the point where it might cause an explosion was a difficult problem.

Truck builders and users came to B.F. Goodrich for help. They found that B.F. Goodrich research men had already developed special rubber com-

pounds which made the rubber a conductor of electricity rather than an insulator. This material had been developed originally for use in airplane tires, meeting rigid Army and Navy specifications. (It has 20,000 times the ability of ordinary rubber to carry electricity.)

Used in industrial tires such as those shown above, this rubber allows the charge of static electricity that might build up to "bleed" from the truck to the floor. No sparks jump. Danger of explosions is reduced.

The development of this special compound for a specific purpose is typical of the B.F. Goodrich policy of continuing research. It has resulted in dozens of special tires for all sorts of uses ranging from coal

mines to cane fields. It has resulted in constant improvement of tires for trucks, cars, airplanes, farm and industrial equipment. When you buy from the B.F. Goodrich dealer, you are assured of tires backed by this policy of constant improvement. *The B. F. Goodrich Company, Akron, Ohio.*

Truck Tires **BY**
B. F. Goodrich

Hints for homemakers

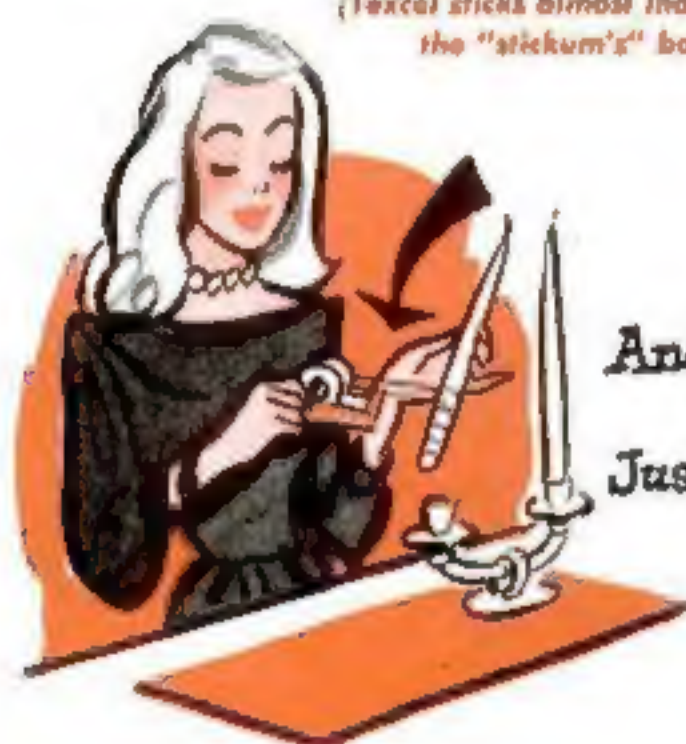


To put a scratched-up closet pole
In really first-class shape
Hold colored paper round the pole
With strips of Texcel Tape.

(Texcel holds and holds—
the "stickum's"
bonded on!)

The photo in your picture frame
Keeps slipping in its mat?
Stick corners down with Texcel Tape
To hold it straight and flat.

(Texcel sticks almost indefinitely—
the "stickum's" bonded on!)



And if a candle proves too small
To fit its holder right—
Just wrap some Texcel round the candle
Till it fits snug and tight.

(Texcel won't creep loose—
the "stickum's"
bonded on!)



Yes, Texcel's "stickum's" bonded on—
It really is improved.
It holds with lots of brawn and yet
Is easily removed.



To get this improved tape, however,
You want to make quite sure—
The brand name Texcel Tape is on
The roll that you secure.

Texcel Tape

REG. U.S. PAT. OFF.

CELLOPHANE TAPE — STICKS WITH A TOUCH

Industrial Tape Corporation • New Brunswick, N. J.

LETTERS TO THE EDITORS

CONTINUED

BUFF COBB (Continued)

Sirs:

The article on Buff Cobb (LIFE, April 8) was amusing but the letters on the article (LIFE, April 29) were hilarious.

CHRISTINE MAYNARD

Westminster, Md.

Sirs:

... My wife asked me about the water in the swimming pool, and I showed her the boldface line that said "parodies." I'm glad at least that she didn't have to write to LIFE to find out what that word means. ...

GARDNER BOYD JR.

New York, N. Y.

Sirs:

... I think it would have been much kinder of you to withhold signatures of the readers who missed the point.

FRANCES EVANS LAYER

Warren, Ohio

Sirs:

In your Letters to the Editors, April 29, Reader John C. Avery looks down his nose at Buff Cobb's use of the mounting block or ladder to get on a horse.

"Horsemanship and Horsemaster-ship," used at Cavalry School, Fort Riley, Kan.; Santini, noted Italian authority, *et al.* agree the best methods of mounting are 1) vaulting directly into saddle from the ground; 2) use of mounting block; stirrup mounting running definitely a poor third. ...

NAME WITHHELD

THEODORE

Sirs:

In reading your article, "People's Names," in the April 29 issue of LIFE, I was vexed to note that you had not put the name Theodore under a separate heading. My outlook on your magazine has changed considerably. You have been tactless and

CONTINUED ON PAGE 7

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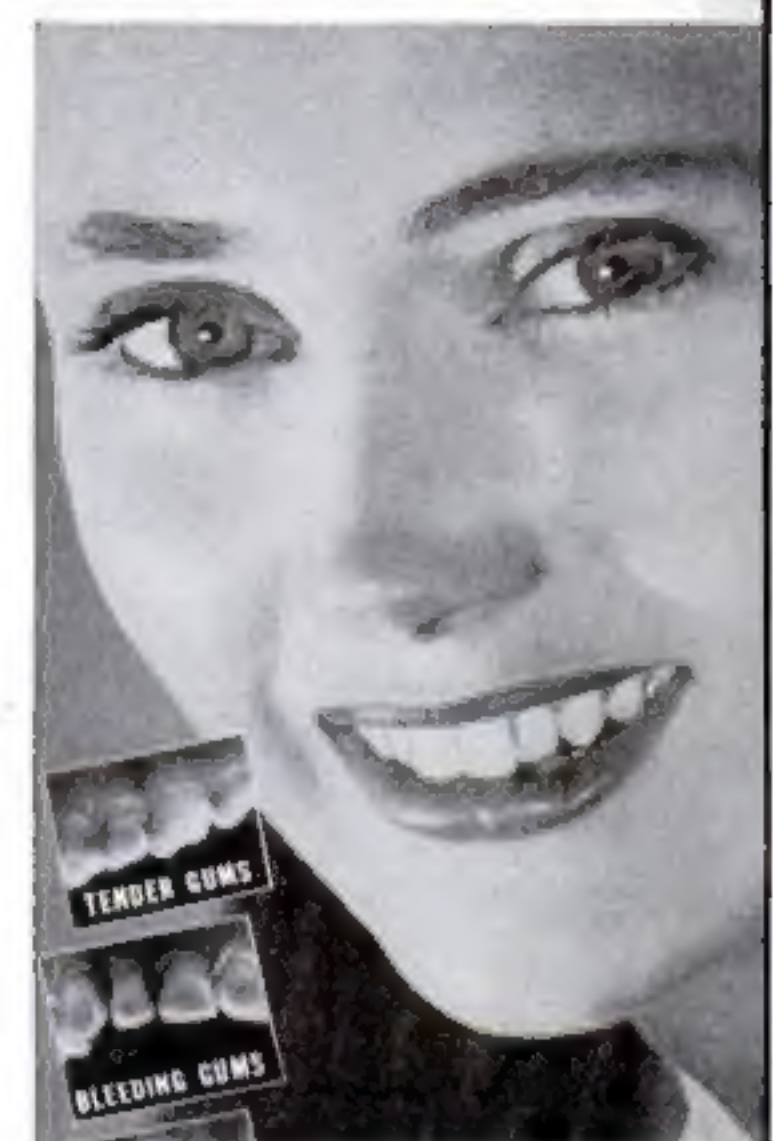
LIFE
May 20, 1946

Volume 20
Number 20

A sly foe

of firm gums and handsome teeth

GINGIVITIS



4 out of 5
may have it

And at First Not
Even Suspect it!

Every man and woman should realize how very important firm gums are to handsome teeth. So at the first sign of your gum bleeding—even a tiny bit—DON'T DELAY! Tender, bleeding gums are some of the first signs of Gingivitis—a common gum inflammation attacking thousands (even young folks).

Neglect of Gingivitis often leads to Pyorrhea with its soft shrinking gums and loosening teeth, which only your dentist can help. See him every 3 months. The remember this!

To Help Gums Be Firmer—

Teeth Naturally Bright and Lustrous

Massage your gums and brush your teeth twice daily with Forhan's Toothpaste—the remarkable formula of Dr. R. J. Forhan, the first and original toothpaste for both massaging gums and cleaning teeth.

Even after the first trial—notice how refreshed and invigorated your gums feel—how clean, naturally bright and sparkling your teeth look.

No wonder Forhan's has been used and recommended by so many dentists for over 30 years! Start using Forhan's today. Let your teeth enjoy its benefits! At all drug department and 10¢ stores.

NO HARSH ABRASIVES IN FORHAN'S



FOR FIRMER GUMS — CLEANER TEETH



*Evelyn and her Magic Violin,
Soloist of the Hour of Charm,
Radio's first lady of the violin,
Sunday nights over NBC.*

Now hear this new G-E Electronic Radio with the magic of **natural color** tone

Natural color tone—oversize Dynapower speaker with G-E "Alnico-5"—two and a half times more powerful than any magnetic material used in loud speakers before. AC-DC. Model 101.

Never before could anyone make such radios as these magnificent new sets by General Electric. Natural color tone, in its full glory, is but one of the exclusive new General Electric features made possible by warborn electronics.

Razor sharp tuning, larger extra-powerful speakers, long-lived dependable performance—in cabinets of exquisite beauty—the things you have waited for these many years. General Electric brings them to you.

Beauty of Cabinet—Beauty of Tone

Hear them at your General Electric dealer's. Compare—with any radio you've ever known. You'll thrill to tone so rich and sweet—so life-like—that you'll say "But

this is magic." And it is. Electronic magic. You'll listen to records played by the amazing new G-E Electronic Reproducer. And even in the most familiar recording you'll find new beauty—glowing harmonies—delicate shadings—no previous phonograph could bring out.

Better Quality—Better Performance

Your radio dealer knows the hidden parts in the sets he is selling. He knows why these General Electrics are today's best radio value. Check the evidence of your own critical ear by asking him what he thinks. He'll probably say "General Electric radios naturally perform better because they are both better designed and better made."

GENERAL ELECTRIC
LEADER IN RADIO, TELEVISION AND ELECTRONICS
RADIOS



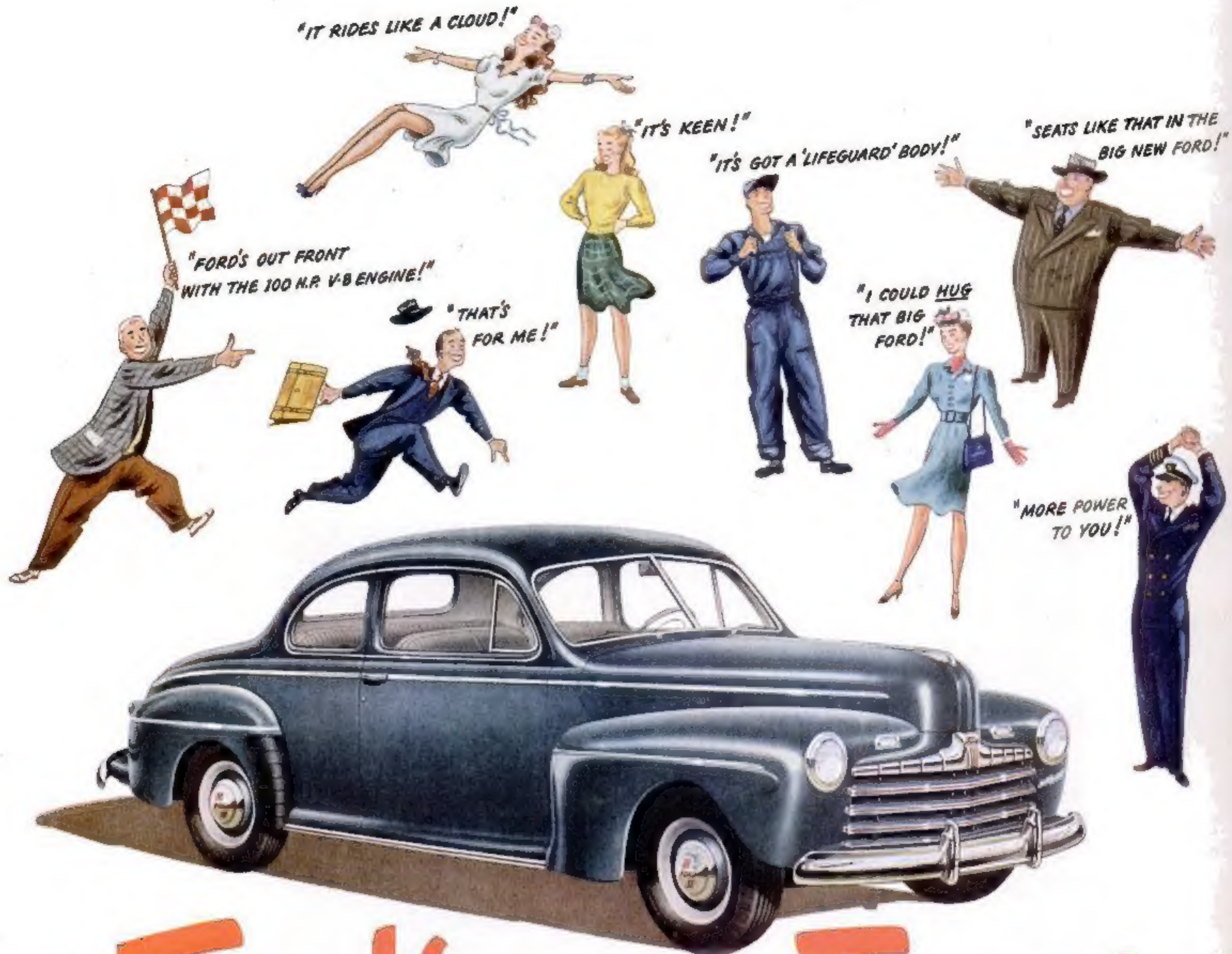
Exquisite two-toned walnut cabinet to harmonize with your finest furniture. Natural color tone. Electric push button tuning. Tone control. Dynapower speaker with G-E Alnico-5. AC-DC. Model 321.



Rich toned portable. Plays on either AC-DC or battery. Batteries good for approximately 250 hours of playing. Looks like fine luggage in simulated tan saddle leather or gray airplane cloth.



Authentic 18th Century styled cabinet in rare and beautiful mahogany or walnut. Thrilling G-E Electronic Reproducer. Natural color tone. Storage for 118 records. Plays as many as 12 records automatically. Ask to see Models 326 and 327.



"FOR SAFETY,
I'LL TAKE FORD!"



Ford's out Front IN EVERYTHING!

"WHAT PICK-UP!"



ONLY CAR IN ITS CLASS WITH
A 100 H.P. V-TYPE, 8 CYLINDER ENGINE!



"AYE, AND YE
GO FUR ON A
LEETLE!"



"YOU CAN TAKE IT WITH
YOU—IN A FORD!"



"MINE, TOO!"



TUNE IN • The FORD-Bob Crosby Show
CBS, Wednesday, 9:30-10 P.M., E.S.T.
• The FORD Sunday Evening Hour—
ABC, Sundays, 8-9 P.M., E.S.T.

**"you bet
it's good
it's a
Brentwood!"**



There's something about this finer sportswear by Brentwood—something you'll see and feel and wear with pride. Here is that happy combination of finer detailing, lavish flowing lines and characterful fabrics you'll recognize immediately as quality and good taste. Brentwood long sleeve sport shirts \$5 to \$10.

Brentwood

America's Finer SPORTSWEAR
at better stores everywhere

Brentwood Sportswear
Philadelphia and New York

LETTERS TO THE EDITORS

CONTINUED

unethical in leaving out this name. The next time you write articles concerning the people personally, please do not lose the support of some by stupid and unforgivable mistakes.

THEODORE LEVINSON

Pennington, N.J.

●Theodore—Gift of God.—ED.

EDUCATION

Sirs:

. . . You are to be congratulated on your article on Denver's East High School (LIFE, April 22) and on your enterprise in dealing so effectively with a difficult subject.

LAWRENCE W. PRAXEN
Editor

The Education Digest
Ann Arbor, Mich.

Sirs:

. . . Neither the Harvard nor the National Education Association plan is complete in itself. . . . The first system too often results in intellectual snobbery; the second is valuable only if considered as selective training. What is needed is stress on creative and comparative study.

LEONA FLOOD

New York, N.Y.

SCHOOL FOR GENTLEWOMEN

Sirs:

I enjoyed your article "School for Gentlewomen" (LIFE, April 29) very much. It's too bad that Texas does not have such a college to train its young women to conduct themselves correctly.

VICTOR SIMONS

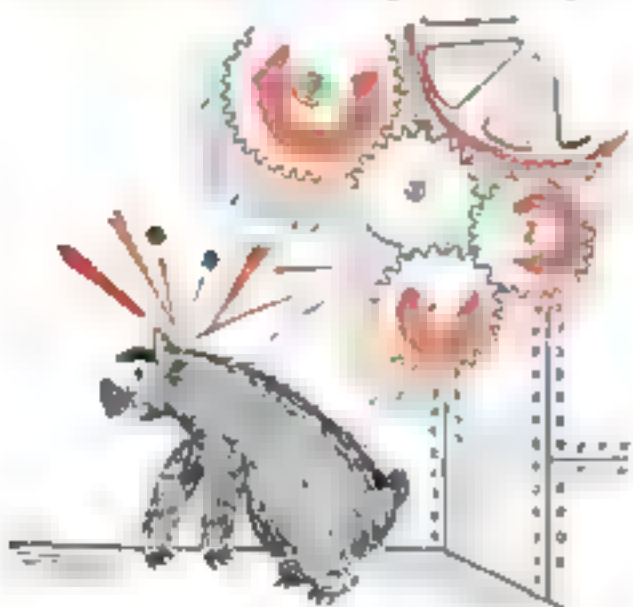
College Station, Texas

THE BEAR

Sirs:

Frank Tashlin's *The Bear That Wasn't* (LIFE, April 22) has me confused.

His No. 8 drawing has some kind of infernal machine being driven by a



WHAT HAPPENS TO THE GEARS

series of gears. Could he possibly explain in which directions the right-hand group ran—if at all?

L. G. TICE

Coudersport, Pa.

DIPPING HEMLINES

Sirs:

Regarding the "Dipping Hemlines" (LIFE, April 29), American girls have the most shapely, most glamorous, most beautiful legs in the whole wide world! Never, never, never, have American women looked so lovely as when they discarded those unbecoming wartime slacks. Now these pseudo "style" setters want to cover up all this beauty. Thorns to them, and may they reap a lusty whirlwind. . . .

J. A. SUTTON

Buffalo, N.Y.



#1 IN CLOSE-UPS!

That's a finer, smoother Barbasol Face! Looks good. And feels good

— in those close-up situations with the lady in your life.

Yes, Barbasol is America's #1 shave every way you figure —

#1 for shaving speed, ease and soothing comfort —

#1 for winning those smooth results that every woman likes.

Try Barbasol and see what you've been missing! In tubes and jars.

Large size, 25¢. Giant size, 50¢. Family sizes, 75¢ and \$1.00.





MILO OF CROTONA, successful at ox lifting, tried to split tree with his fingers, was trapped and eaten by lion (above). Unlike Milo, Buck La Fever knew when to stop.

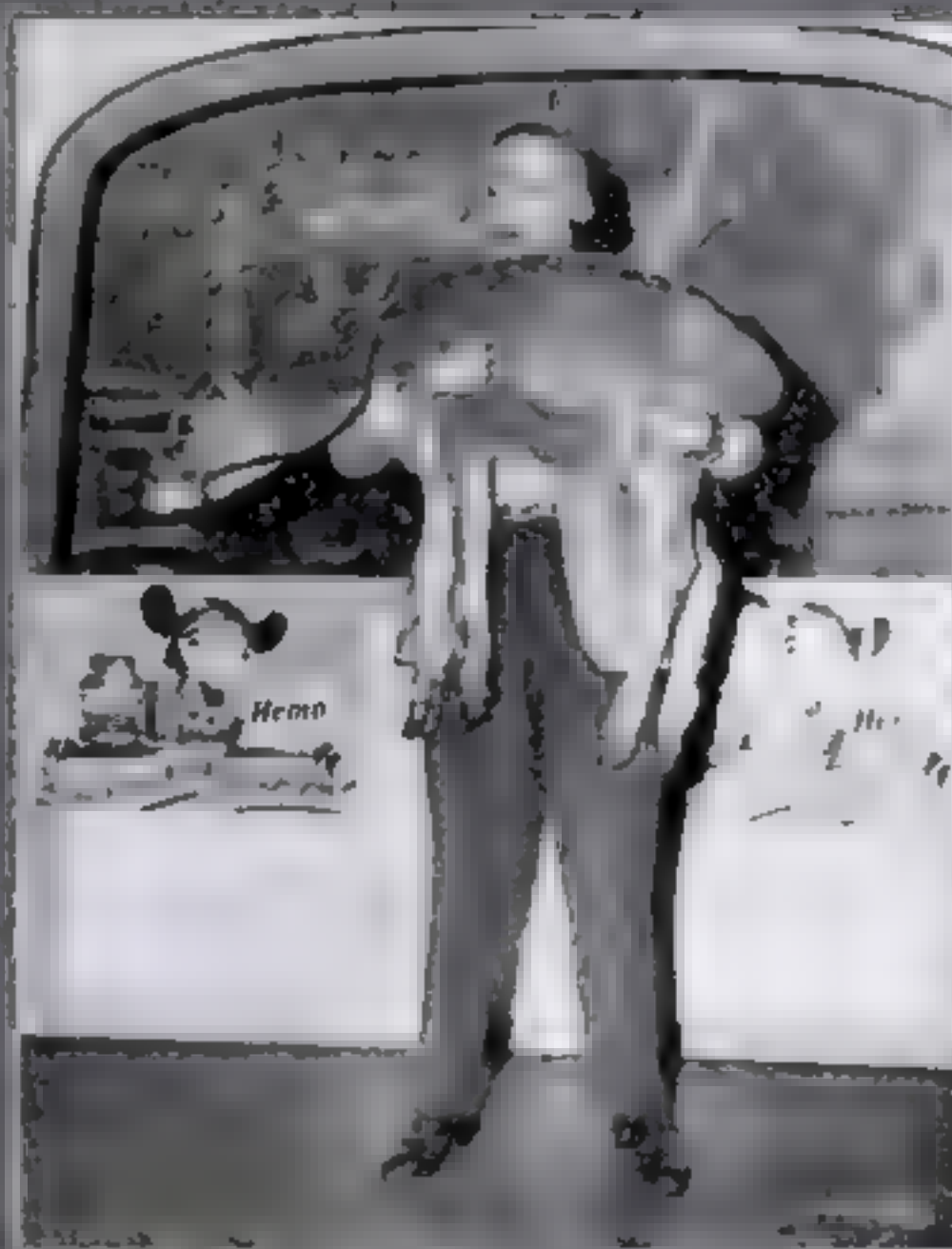
SPEAKING OF PICTURES

... BOY EMULATES MILO THE OX-LIFTER

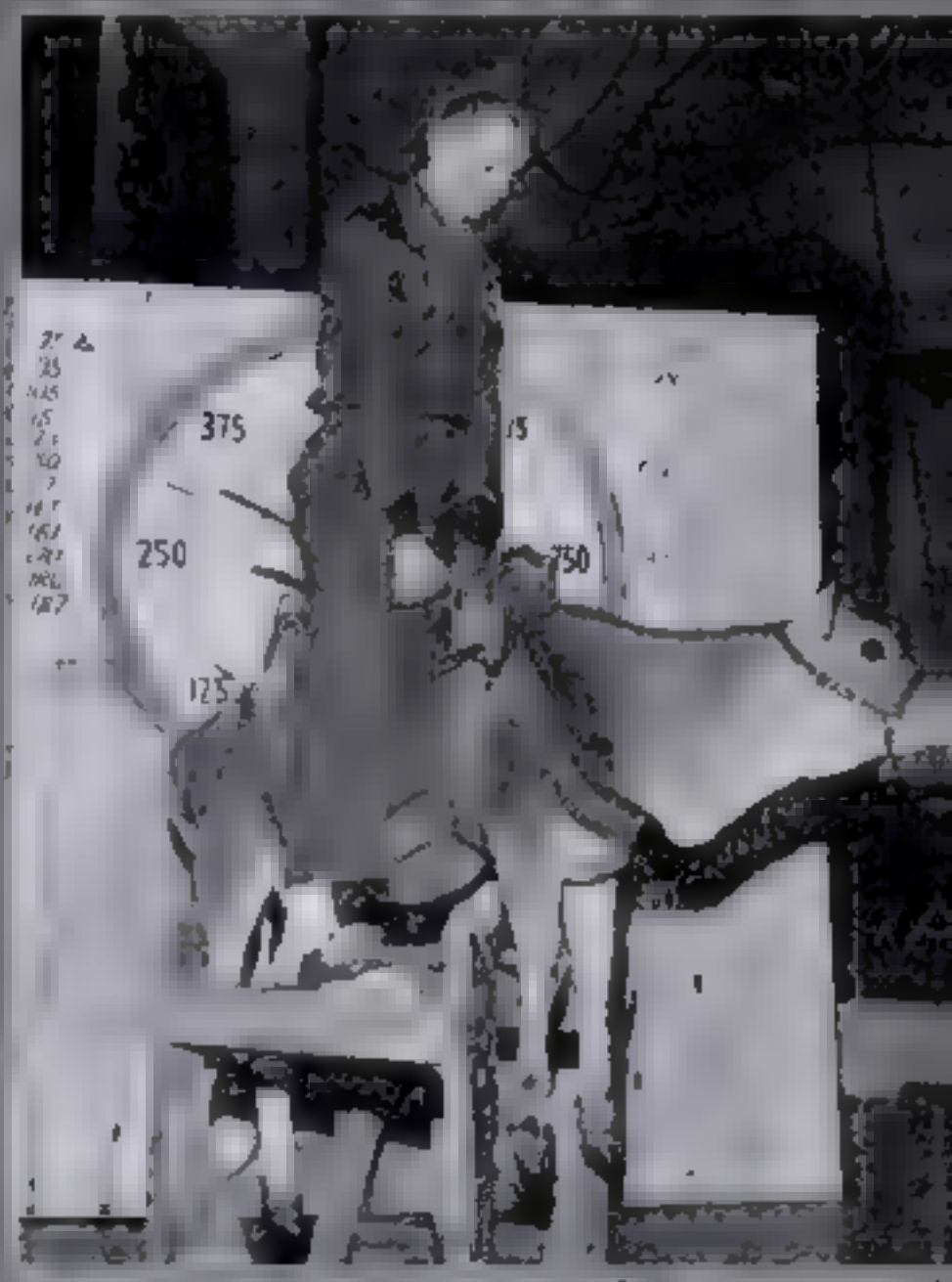
For years rural philosophers have nourished the theory that a boy could grow strong enough to lift a cow if he starts lifting her every day from the time she is a calf. Last month radio debunked this myth. After lifting a calf named Phoebe for 201 days, Allen "Buck" La Fever, a 17-year-old schoolboy of Somerville, N.J., gave up. On Oct. 9 of last year when Buck started hefting Phoebe she was one month old and weighed 75 pounds. For six months Buck lifted her every day. On April 27, when Phoebe had grown to 365 pounds, he lifted her for the last time.

The stunt, sponsored by the Borden Company's CBS show "County Fair" was inspired by Milo of Crotona (see above), a classical strong man who, according to a completely garbled legend, originated the daily calf-lifting feat. More reliable legend merely credits Milo with having lifted a 4-year-old ox in the stadium at Olympia. Each day that Buck hoisted Phoebe the Borden Company paid him \$5. For each pound Phoebe gained after she reached the 187 mark \$10 was handed to Buck. By the stunt's end Buck collected \$4,760 (including a \$2,500 bonus), a trip to Florida, gifts of watches, skis, sweaters and a bucketful of publicity. He was even mentioned in the *Congressional Record* by a New Jersey senator.

Buck stopped lifting after a conference with his parents, the sponsors and a doctor. His health, however, was not unpaired. During the stunt Phoebe, who is valued at \$3,000, gained 290 pounds. Buck, who weighed 149 when lifting began, gained 3 pounds.



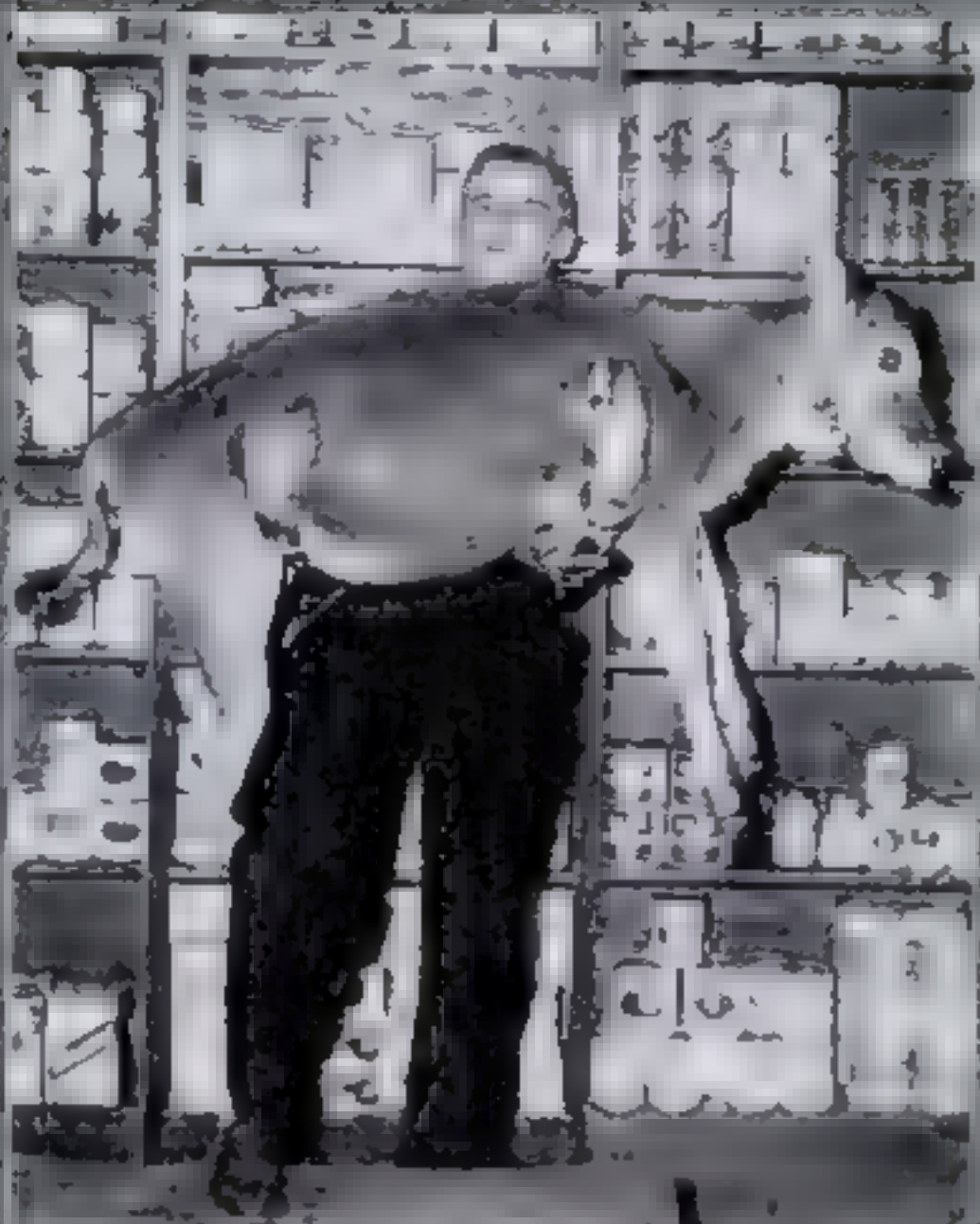
220 LBS. BUCK IS SERIOUS. PHOEBE CALM



MARCH 30 (37 LBS.) WEIGHT HAS QUADRUPLED



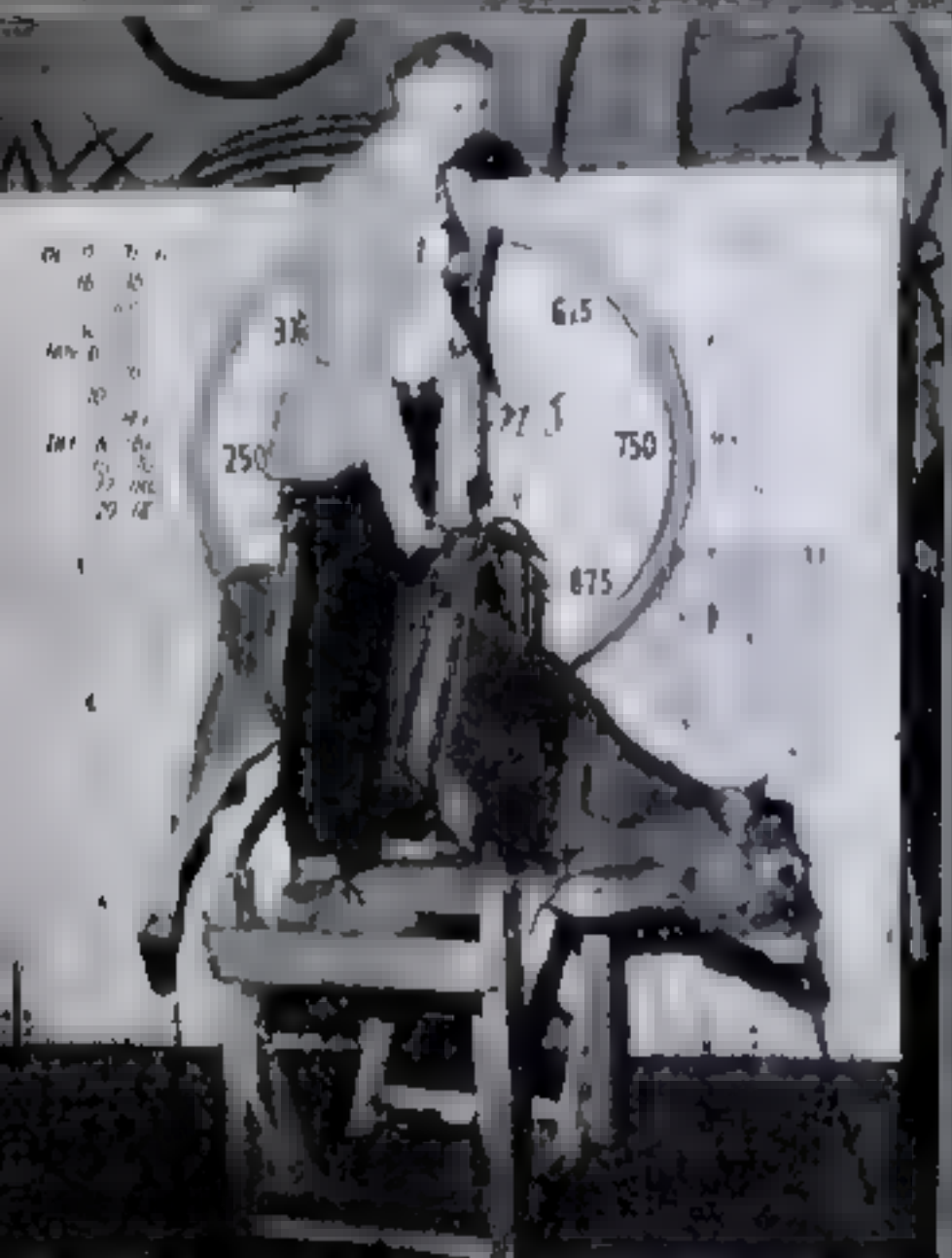
NOV. 27 (118 LB.)



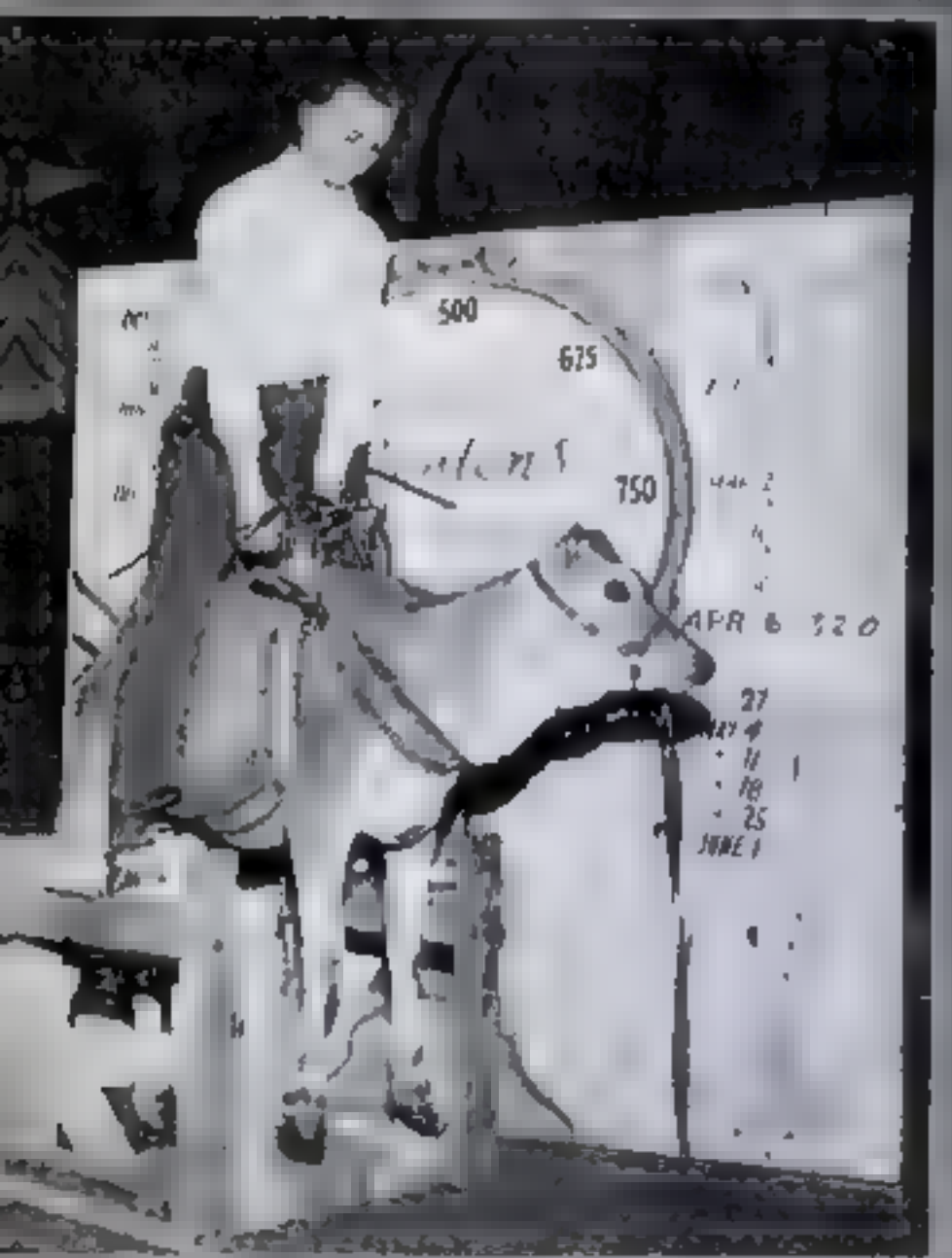
NOV. 27 (131 LB.) BUSH SWITCHES TO BELLY



NOV. 27 (147 LB.) THE CALF IS NOW 2 1/2 MONTHS OLD



NOV. 27 (118 LB.)



NOV. 27 (118 LB.)



If You're a He Without a She—

Remember—



Colgate Dental Cream Cleans Your Breath While It Cleans Your Teeth!

DON'T take unnecessary chances with your breath! Use Colgate Dental Cream twice a day and before every date. Colgate's active *penetrating* foam gets into hidden crevices between teeth—helps clean out decaying food particles—stop stagnant saliva odors—remove the *cause* of much bad breath. And Colgate's soft, safe polishing agent cleans teeth thoroughly yet gently—brings out their natural sparkle and beauty! Yes, Colgate Dental Cream cleans your *breath* while it cleans your teeth!



SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!



Use
COLGATE DENTAL CREAM
Twice a Day—and Before Every Date

SPEAKING OF PICTURES

CONTINUED



A BARNYARD ROMP is enjoyed by the calf and her proud owner. Winner of one blue ribbon, Phoebe will be entered in the National Dairy Show.



EATING HIS OWN WORDS, Jimmy Powers, a New York sports editor, paid his bet that Buck could not lift Phoebe after she reached 250 pounds.



IN A RENTED PLANE Mary Lou Wetter, a 16-year-old friend, prepares to take ride as Buck spins the prop. Buck is a pilot in the Civil Air Patrol.

IMAGINATION IS THE DIRECTING FORCE AT CHRYSLER CORPORATION

IMAGINATION ADDS TO **DEPENDABILITY**

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her past... stumbles
smack into her future
... a tall, dark and
handsome future!

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LIFE'S COVER
The two star ice-show skaters leaping in unison on the cover are Donna Atwood, 21, from Newton, Kan. and Bobby Specht, 24, from Superior, Wis. They are shown in a bit from *Les Capodes' Arabian Nights* ballet, one of the showy spectacles which contribute to the success of ice shows (pp. 50-55). In 1941 Donna won Junior Ladies Singles figure-skating championship of the U.S. Before he entered the Air Force, Bobby was national figure-skating champion of 1942.

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LIFE

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CONTENTS

THE WEEK'S EVENTS	
BLACK MARKETS GRIP U.S.	15
EDITORIAL: THE WORLD AND JOHN L.	22
WHITE HOUSE ROBIN HATCHES THREE EGGS	23
LEWIS GRANTS A TRUCE	24
PARIS CONFERENCE MAKES SMALL PROGRESS	26
NINE-YEAR-OLD SWALLOWS 18 MARBLES	28
NAZI WOMEN GET FAT IN PRISON	30A
TRAIN-WRECK INQUIRY SHOWS DISASTER MIGHT HAVE BEEN AVERTED	30G
VERMONT SORORITY ADMITS NEGRO	31

ARTICLE	
TRAGEDY OF LIBERALISM, by JOSEPH AND STEWART ALSOP	38

PHOTOGRAPHIC ESSAY	
IRAN	61

MOVIES	
"HENRY V"	38

MODERN LIVING	
NEW CHAIRS	47
MAINBOCHER IS "CHEAPEST" DRESSMAKER	50G

THEATER	
ICE SHOW	30

RADIO	
TELEVISION TOWER	67

SCIENCE	
STUTTERERS	50B

OTHER DEPARTMENTS	
LETTERS TO THE EDITORS	2
SPEAKING OF PICTURES: BOY EMULATES MILO THE OX LIFTER	8
LIFE GOES TO AN IDEAL CHILDREN'S PARTY	30
MISCELLANY: ARMY PAPER FINDS OWN PIN-UP GIRL	36

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LIFE'S PICTURES

David Douglas Duncan, who took the Iran pictures (pp. 61-67), was a deep-sea diver, big-game hunter and a Marine lieutenant before he joined LIFE. While at Miami University he spent summers diving for sponges in the Gulf of Mexico. After college he went to Central America to write and photograph for *The National Geographic*. Later he accompanied hunting expeditions in South America and Canada.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—BRADLEY SMITH	30H, 30E—H.G. WALKER—WALLACE KIRKLAND,
2, 7—CARTOONS BY CHARLES MARTIN	E.S. PURRINGTON—E.S. PURRINGTON
8, 9—CULVER, JERRY SALTSBERG (5)—COLUMBIA BROADCASTING SYSTEM	31, 32, 34—LISA LARSEN from G.H.
10—ROBERTSON & FRESH—COLUMBIA BROADCASTING SYSTEM—W.W.	38, 39—UNITED ARTISTS CORPORATION
15—COURTESY OPA	40, 41—HANS WILD—UNITED ARTISTS CORPORATION EXC. CIL. HANS WILD
16, 17—H.G. WALKER (4), COURTESY OPA—LT. CORNELL CAPA—EXC. ERIC SCHALL—TALE JOEL—E.S. PURRINGTON	42—UNITED ARTISTS CORPORATION
18, 19—TONY LINCK	47, 48, 49—BEN SCHALL
20—WAYNE MILLER, ALBERT FENN—H.G. WALKER—H.G. WALKER, TALE JOEL	50 through 55—BRADLEY SMITH
21—ALBERT FENN	57—WERNER WOLFF from B.S.
23—GEORGE SKADDING	58—ALBERT FENN
24—ASSOCIATED PHOTOGRAPHERS—PITTSBURGH	58B, 58C, 58D—TONY LINCK
25—WALTER LANE, H.G. WALKER—H.G. WALKER—H.G. WALKER, GEORGE SKADDING	58G, 58H, 58I, 58J—PHILIPPE HALSMAN
26—ACIP	61 through 67—DAVID D. DUNCAN
27—LT. AGIT—MR. NICK DE MARGOLI	68, 69—CARTOONS BY OSCAR BERGER
28—DON ALBERTSON—A.P.	70—RALPH MORSE
30A, 30B, 30D—RALPH MORSE	76—WALTER B. LANE
30G—H.G. WALKER—CHICAGO DAILY NEWS, A.P.	80—CORNELL CAPA
	81—CARROLL VAN ARK—CORNELL CAPA
	82—CARROLL VAN ARK EXC. CIL. CORNELL CAPA
	85—CORNELL CAPA
	86—H.G. WALKER—U.S. SIGNAL CORPS
	87—U.S. SIGNAL CORPS—H.G. WALKER
	88—H.G. WALKER—INT.—A.P.

ABBREVIATIONS: CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL; OPA, OFFICE OF PRICE ADMINISTRATION; W.W., WIDE WORLD



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SCHICK
electric shaves
with new preparation

• Yes—tests by 800 men prove you can now enjoy quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. It's a scientific development of The J. B. Williams Co. to help you get a new high in performance from your shaver. Just dash a few drops of Letric Shave on your face before shaving.



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Portrait by Karsh Ottawa

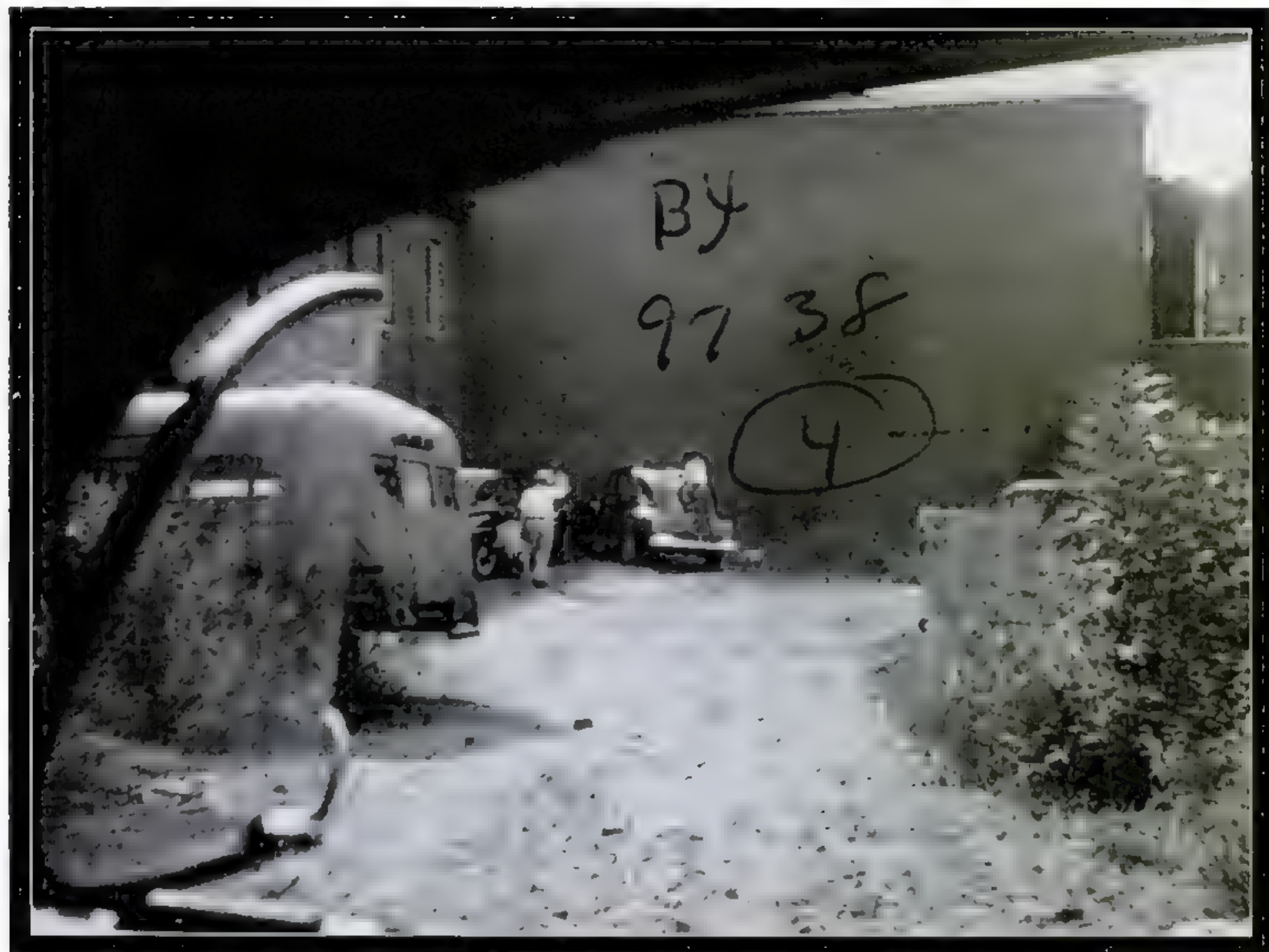
Licia Albanese
Robert Merrill

bring to your home a memorable moment from the opera *La Traviata* as they sing their impassioned duet, "Ah! Dite Alla Giovine"

Recorded with the Victor Orchestra, conducted by Frieder Weissmann. Available in June on Red Seal Record 11-9175. \$1 00, exclusive of taxes.



THE WORLD'S GREATEST ARTISTS ARE ON **RCA VICTOR RECORDS**



OPENLY, IN FULL VIEW OF OPA CAR (FROM WHICH PICTURE WAS TAKEN FOR EVIDENCE), AUTOS ARE READIED FOR ALLEGED BLACK-MARKET SALE IN MURRAY, KY.

BLACK MARKET

ITS SHADY DEALINGS INVOLVE ALL KINDS OF AMERICANS

Last week the U. S. was in the grip of the biggest and most pervasive black market it had ever experienced. Some of it had originated with that familiar American character, the "fixer." But most of it was being conducted by ordinary U. S. citizens in the ordinary channels of trade (*pictures above and on next page*). In Los Angeles an estimated 75% of the used cars and 85% of the bananas moved through the black market. Seventy percent of the lumber San Antonio was getting was black market. In Atlanta it was 80%. Grain men in Minneapolis figured as much as 75% of the corn sold in that area went through the black market.

The black market encompassed the big food corporation, which bought a farmer's grain crop at ceiling price and then gave him a Piper Cub as a "present," and the smart little housewife who "tipped" her butcher to save her a roast of beef. It included salesgirls who bought up their counter's ny-

lons so a bellhop boyfriend could hawk them around a hotel, and plumbing manufacturers who sold wares above ceiling to Mexican "firms" which then sold them back to U. S. contractors at higher prices still. It included the landlord who made a veteran pay \$1,000 for \$50 worth of shabby furniture, and the veteran who used his service-won priority to buy farm machinery and then sell it for \$500 over ceiling. The black market cut through every stratum of U. S. life.

This was monstrous irony for, if their letters to Congress meant anything, the U. S. people wanted not black-market inflation but the retention of OPA price ceilings. Yet they themselves were the biggest contributors to that mounting inflationary pressure which already had wrecked many another nation's currency and which presently might halve the value of U. S. salaries and reduce long-hoarded U. S. savings and pensions from dollars to dimes.

NOTICE TO READERS

This week LIFE is again smaller than normal in number of pages and of copies printed as a result of the Chicago power emergency, caused by the coal strike.



AUTO-RING SCOUT in Detroit gas station suggests a customer selling car summons buyer. This is a re-enactment.



BUYER, glib and well dressed, offers anywhere from \$100 to \$600 over ceiling price, always in spot cash, for the car. The ring specializes in late models.



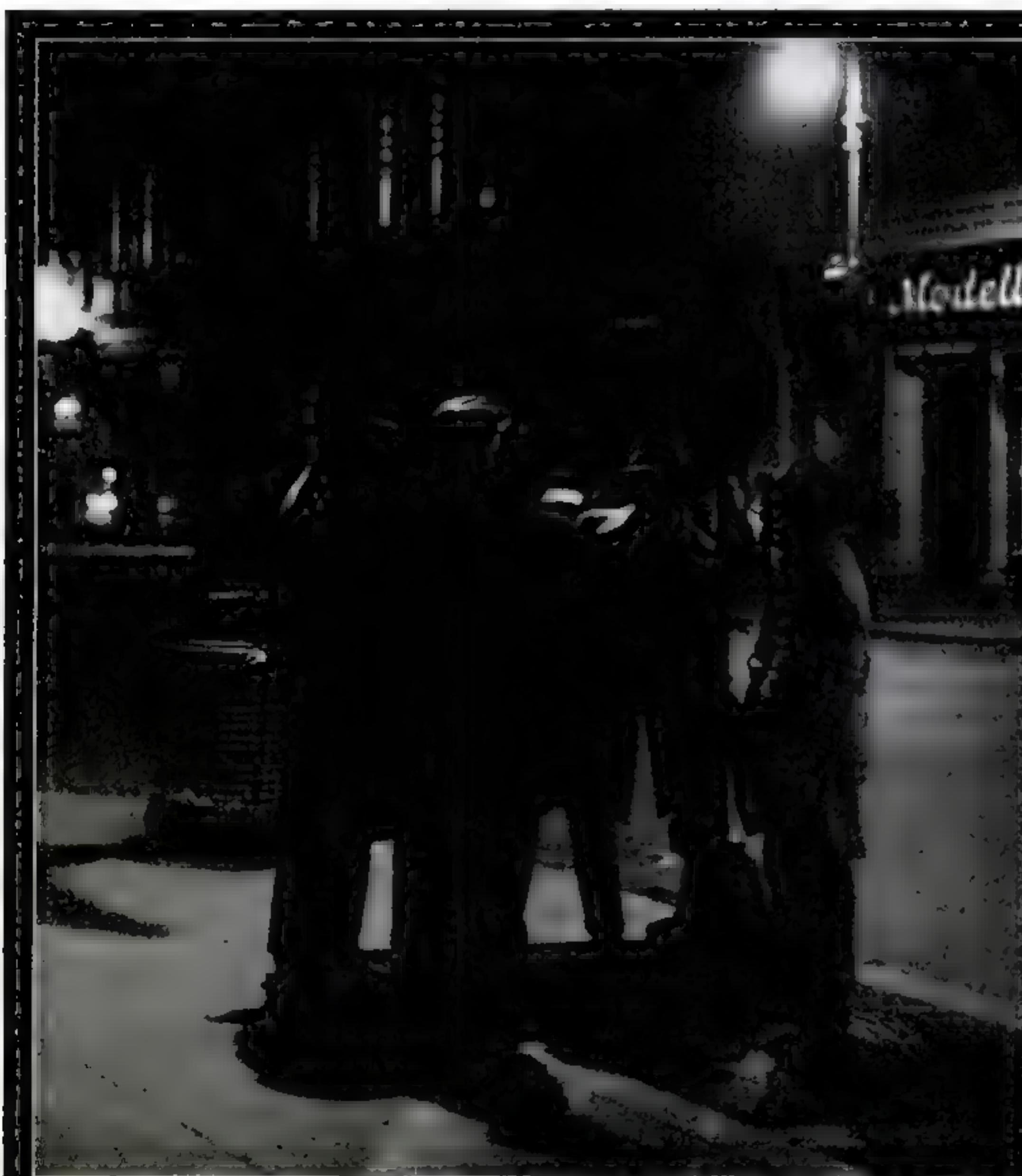
AT RING head parters, in a poolroom a block from a police

IT SPECIALIZES IN NECESSITIES

Of the pictures above, the first four are re-enactments by OPA agents based on actual OPA indictments. The last, and the one on the preceding page, are official OPA pictures that will be used in evidence. Together they illustrate one way in which the black market has wormed into U.S. life. Investigation of the Detroit car ring showed that in 18

months it found 7,000 car owners willing to sell their cars for a couple of hundred dollars above ceiling. Almost all of them knew this was illegal, but the black market can be plausible, generous and charmingly mannered to those who have what it wants.

To those who want what it has, however, the black market is a conscienceless trader in the necessities of

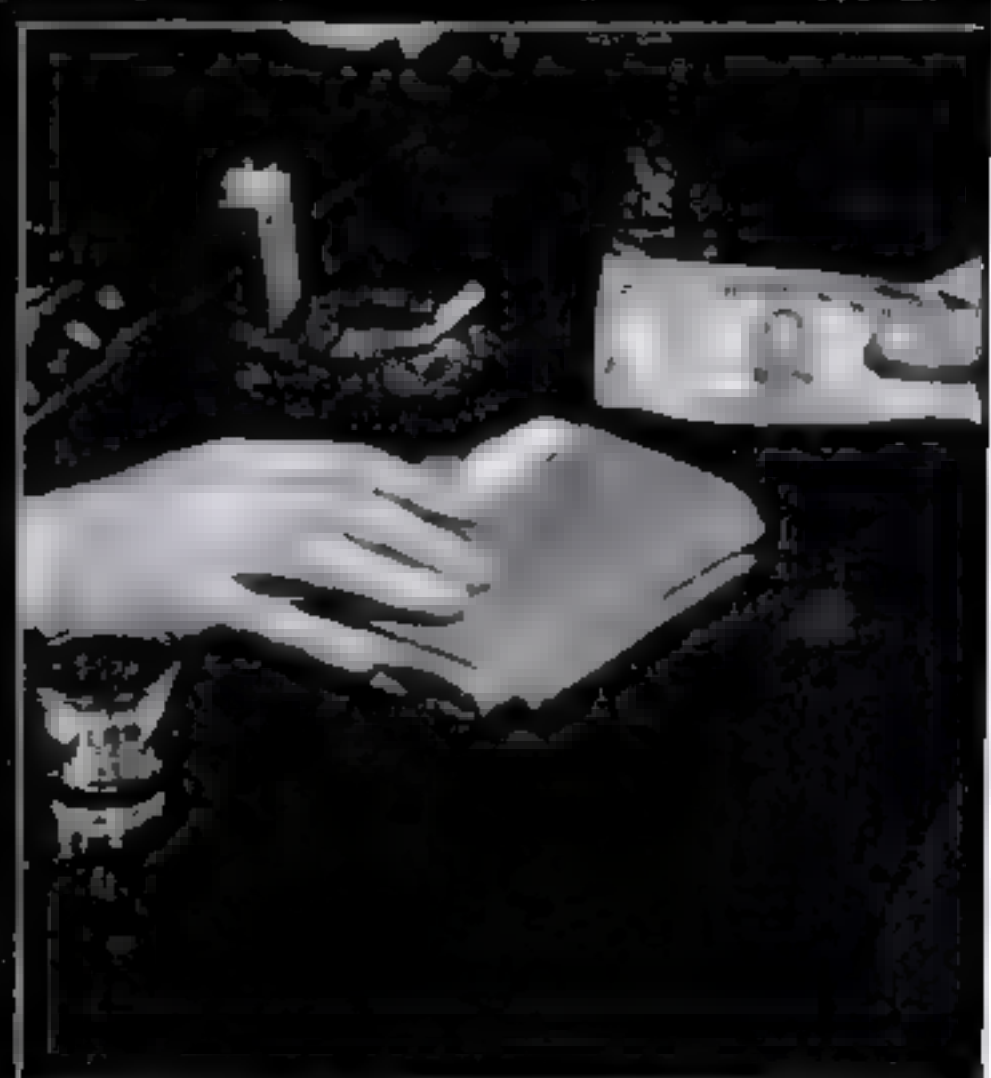


OPA INVESTIGATORS are too few to police black market thoroughly. These five are meeting at 2:30 a.m. to check Manhattan's Washington Market, through whose

hundreds of stalls funnel a major share of New York City's daily food. The agents shop for "hot" items, get records of overceiling prices, prosecute the offender.



CLOTHING PRICES are hiked by wholesalers' selling a dress like this to a retailer at ceiling, then charging extra for the belt that should be included.



NYLONS are chief stock in trade of a widespread black market operated by cab drivers, bartenders, manicurists, frequently change hands at \$5 a pair.



station, the buyer delivers the car and receives a commission.



CARS ARE DRIVEN tandem-fashion south to Cairo, Ill. or Murray, Ky. OPA says the ring sold \$1,000,000 worth of automobiles for \$7,000,000.



IN CAIRO, ILL. LOT (above) and Murray, Ky., cars allegedly are purchased at black-market prices by the dealers.

life. It gets its "cut" in most of the meat sales in large U.S. cities (80% in New York according to estimates). It makes outrageous "service charges" and "finders' fees" standard concomitants of apartment renting. It has created new offenses like lumber running—nocturnal trucking of lumber from a small mill to a contractor who gladly pays \$178 a

thousand feet for boards legally priced at \$55 because he can get any price for house he will build with it. It converts cheap clothing to expensive "luxury" items with the switch of a label. It has made false invoicing, double invoicing and the disguising of extra charges a fine black art.

Against this staggering variety of artful dodges and

bold criminality, OPA can pit only a handful of investigators—less than one per U.S. county on the average. They usually are former lawyers, accountants, and welfare investigators, sometimes capable of ingenious police work (see next page). But their beat is impossibly huge, taking in almost all the manufacturing, wholesale and retail trade in the U.S.



SHORTS made of sack (top) were unsalable in 1942, recently sold for \$1.45. Bottom pair illustrates elaborate new type for which a high price is legal.

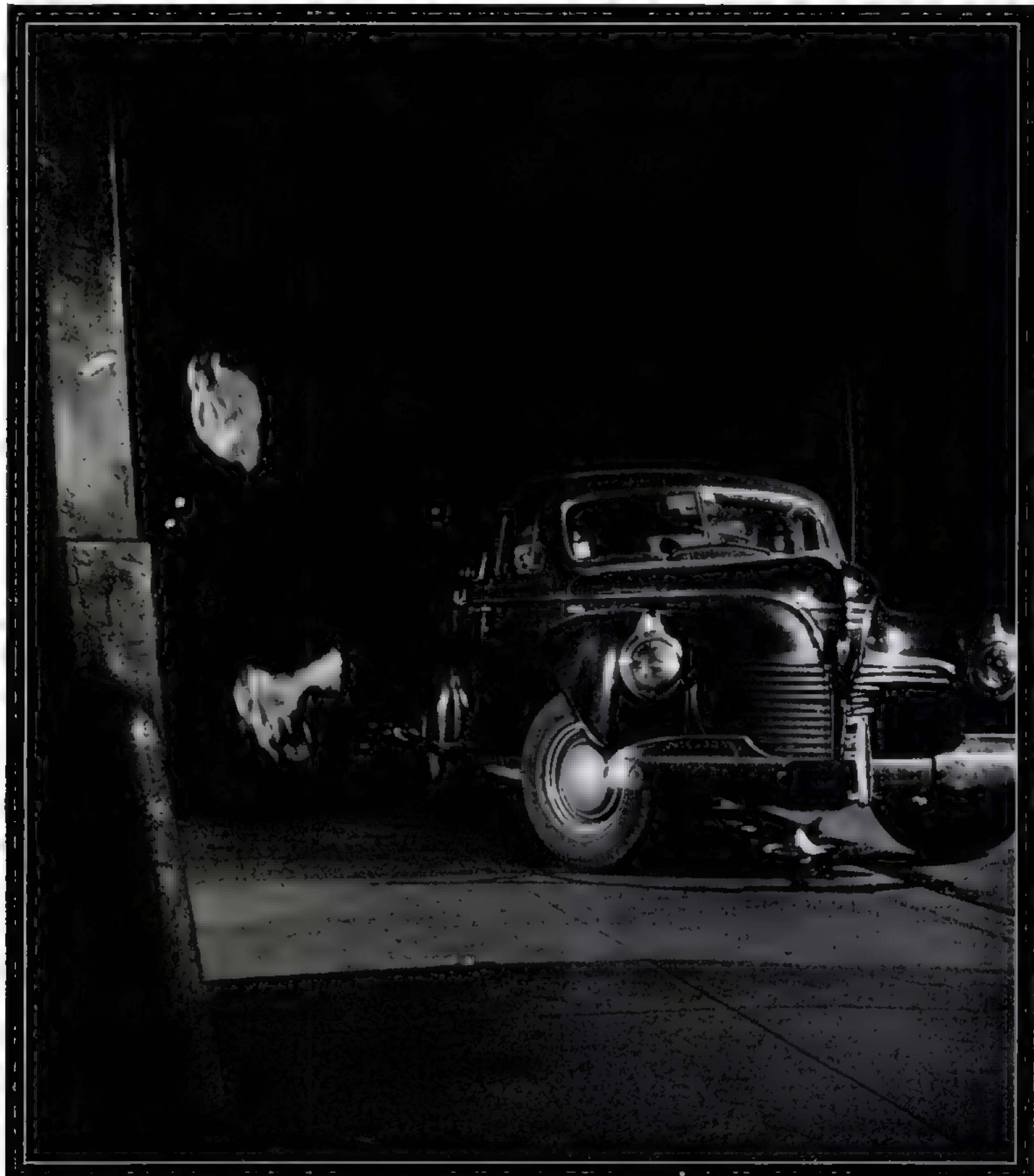


RETAIL TIE-IN SALES are so common OPA cannot police them. In this one purchaser of bottle of Scotch whisky must buy wine he does not want.



RENT RACKETS are among black market's cruellest activities. A Chicago landlady set up this tent "room" in her basement, rented it to a waitress for \$6 a week.

It was never cleaned, got fresh linen every five weeks. The waitress finally complained. But most rent-gouge victims now merely pay in silence. Homes are too scarce.



SACKS CONTAINING RATION STAMPS WORTH \$600,000 ON THE BLACK MARKET AND REPRESENTING 10,000,000 POUNDS OF SUGAR TUMBLE FROM A MANHATTAN BUILDING

AGENTS CATCH STAMP THIEVES

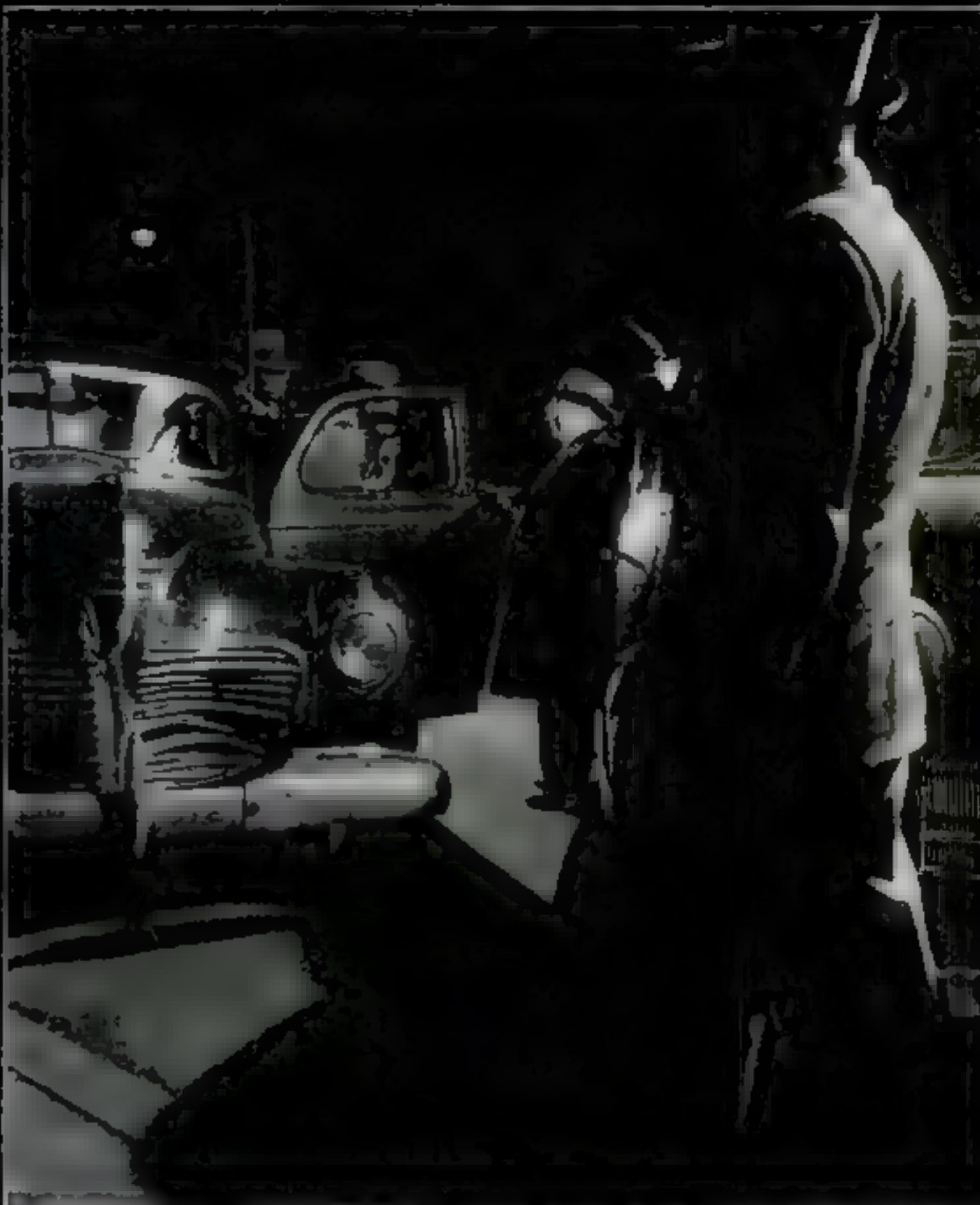
New York City originates more black-market practices than any other U.S. city. It has produced such things as the black-market specialist, who deals in a single scarcity like filet mignon. Recently it gave the U.S. a spectacularly solved mystery.

Sugar stamps, the only ration stamps still in use, which had been canceled in the New York stamp

verification center were turning up again throughout the East. They were presumably being stolen from the New York center, yet that has always been strongly guarded 24 hours a day. How were the stamps obtained? With the entire sugar-rationing program threatened, special agents set a trap. In these pictures they re-enact how the trap caught the thieves.



AFTER A 31-HOUR VIGIL near the verification center, OPA men in one car (foreground) see another car drive up alongside center. Sacks drop from window.



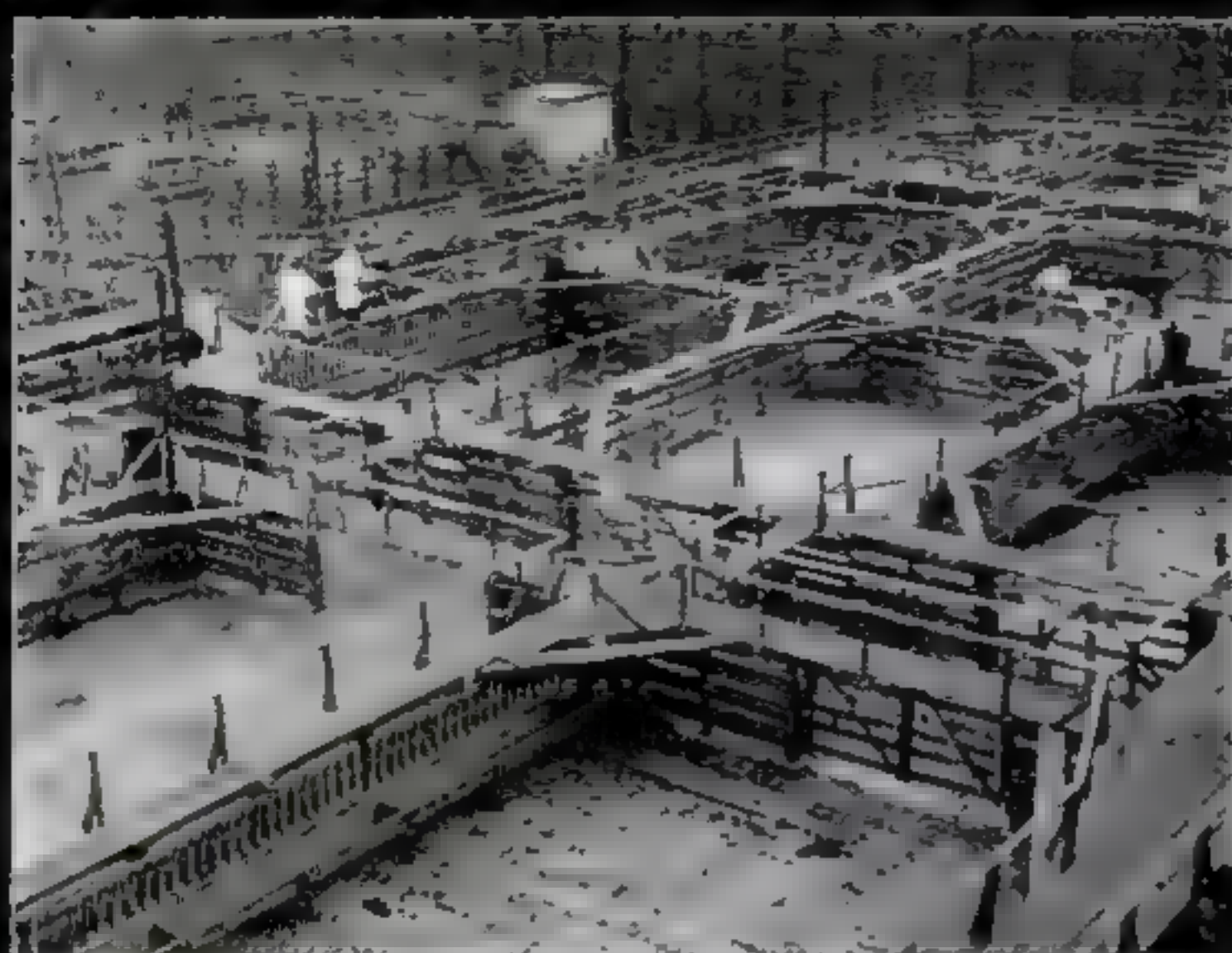
AFTER BRIEF PURSUIT the OPA men force the two thieves' car to the curb. Ordinary OPA investigators do not carry guns. Special agents like these always do.



HANDS OF GUARDS inside the center are examined to determine who packaged stamps and threw them out the window. In ordinary light hands look normal.



UNDER ULTRAVIOLET LIGHT hands of three guards glow with the fluorescent powder with which the sugar stamps were daubed. The guards were arrested.



BIG PACKERS' PENS, like these of Swift & Company in Chicago, are currently almost empty because cattle raisers can sell more profitably to small slaughterers.



RETAILER (dark from right) admits to the OPA agents who had followed him that he accepted short weight from his wholesaler, otherwise could not get meat.



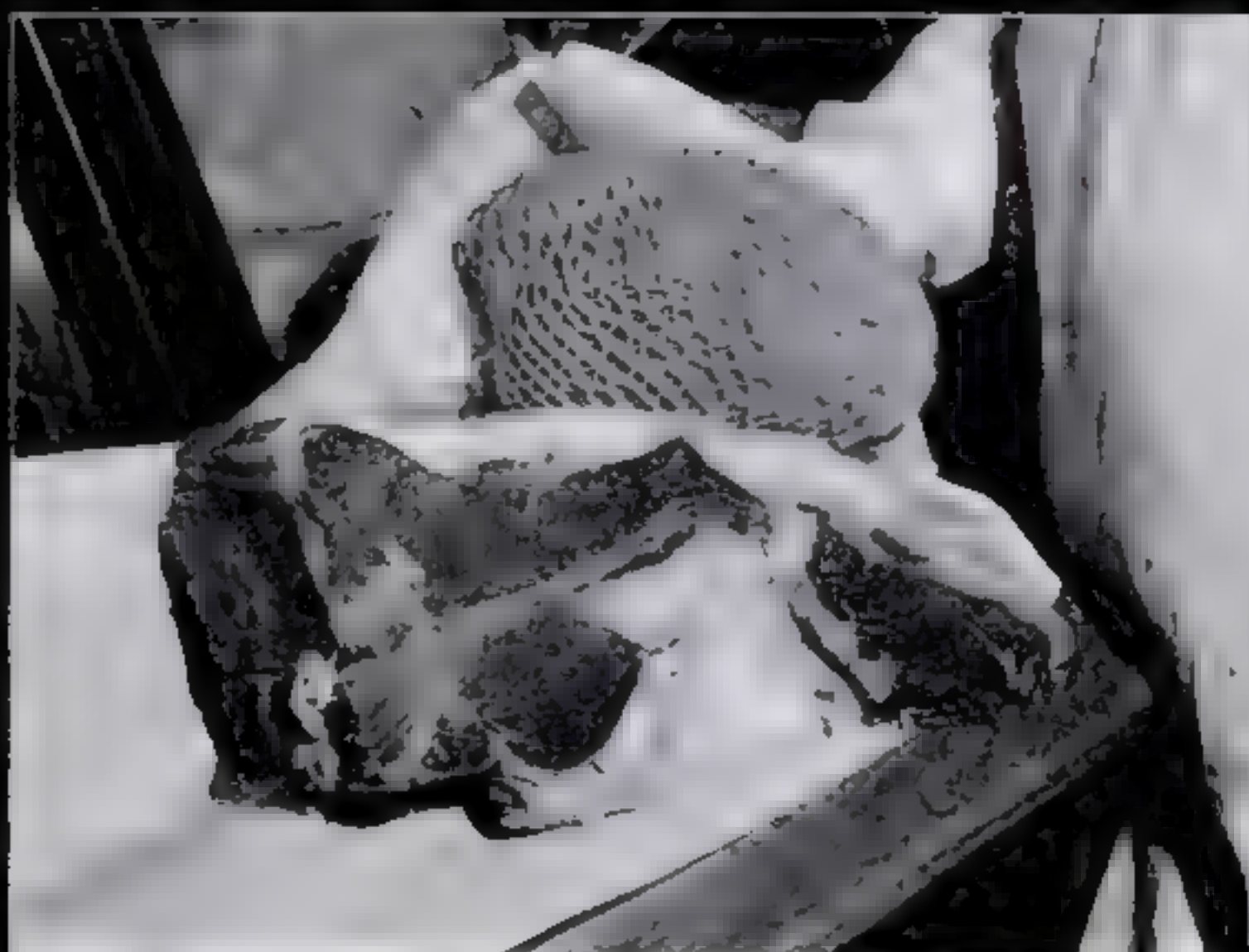
SMALL COUNTRY AUCTIONS, where "maple-tree slaughterers" and auctioneers can more easily flout OPA rules and ceilings, are getting today's cattle.

MEAT SALES EMBODY ALL ITS MANY EVILS

The loose, if sinister, connotations of the term "black market" are most nearly embodied in the black market in meat. The U.S. is now eating meat at an annual rate of 150 pounds per person (prewar rate: 126 pounds). The big demand thus created in an already undersupplied market means easy money for the unscrupulous. Fly-by-night slaughterers who offer over-ceiling prices to cattle raisers have sprung up in the country's cellars, barns and clearings, are getting more and more of the livestock. Wholesalers who buy from them above ceilings sell to the retailer in the same way or by short-weighting, improperly trimming the waste and tie-in sales. When OPA "heat" temporarily halts such illegal transactions, meat gluts the wholesale market, as a LIFE photographer found when he went on an inspection tour with New York district OPA men (*opposite page*). Retailers pass their costs on to the housewife, who foots the black-market bill.



UNINSPECTED by authorities, small slaughterers frequently work amid unsanitary conditions to which doctors have traced recent gastroenteritis epidemics.



FAT more than an inch in width, the legal limit, and forced purchase of unwanted items like tripe are two ways by which retailers make customers pay illegal prices.



WHILE BUTCHERS' SHOPS ARE EMPTY, A WHOLESALER'S COOLER
IS FULL OF MEAT DURING OPA DRIVE TO ENFORCE CEILINGS

THE WORLD AND JOHN L.

THE DREAD EFFECTS OF HIS STRIKE POINT THE NEED FOR A NEW U.S. LABOR POLICY

Although we have our heads in the atomic age, our feet rest on coal. No matter how high man may aspire to build, he first must grovel. Groveling for coal is still one of the most necessary—and most unpopular—tasks of man. The necessity is presently before our eyes in the browned-out cities, curtailed industries, suspended trains. The effects will linger many months, for reserves have been depleted, exports deferred and stocks brought so low that some sort of rationing of coal to American homes next winter appears inevitable.

Thus the consequences of the coal strike may bring to Americans some appreciation of what Britons and Europeans have confronted for months and years past. For coal, like wheat, is a vital item of international shortage. Coal is probably the most serious single problem in England. It has been remarked that Britain has only two natural assets, coal and the national character. Absenteeism in the pits still runs around 16%. In France, which has surpassed any European country in getting its coal production back, industry has only 46% of the coal it had in such a year as 1936. It has that only by virtue of two things: 1) by turning its miners from an underprivileged group into an overprivileged group with special food rations, housing and clothing allotments; and 2) by sending German prisoners underground to mine coal.

Elephantine and Esoteric

The connection between the European coal problem and our own travail with the elephantine and esoteric ambitions of John L. Lewis may not immediately seem obvious. But there is a connection. Indeed, it is one of the more interesting examples of the true interdependence of the world. For in this industrial age, coal has direct relation to employment; employment is the central factor in economic health, and economic health, in turn, is almost the measure of political color. It is not hunger alone that gnaws at French resistance to Communism; unemployment is an equal factor. Only the inherent French dedication to the freedom of the individual spirit could have brought the result of last week's referendum on a new constitution, which was rejected in a sharp rebuff to the Communists.

Americans, who have twice decided that France must be free for reasons of U. S. security and who have most to lose should France go to the Russian orbit, can take little credit for this latest show of French spirit. Our food shipments have been scanty and below promises. Our coal exports reached a peak in March of 2,000,000 tons, going mostly to France and Italy. There wasn't much point in shipping the grain without also sending coal to run the mills that turn the grain into flour. But two weeks ago our coal exports stopped. Thus, one lesson of the U. S. coal strike is that Americans, if they would make friends and gain international influence, must learn to think as inhabitants of One World and to ponder the wider effects of their domestic actions.

There is still another aspect. The U.S. is today just about the only supplier nation left in the world. The goods that the world needs

for reconstruction can come only from here. The prices at which these goods are available will have direct consequences in the economies of all buying nations. For example, the British loan of \$3,750,000,000 was projected last summer on the basis of the then current purchasing power of the dollar. A 20% rise in prices wipes out 20% of the usefulness of the loan.

John L.

All of which brings us to John L. Lewis. Within the complexities and ponderosities of his ambitions lies much more than a domestic coal strike or a 10¢-a-ton royalty to be used for the benefit of the miners.

For some months prior to the strike there was talk of the "new" John L. Lewis. At the Labor-Management Conference last fall no voice was more eloquent than his in behalf of free enterprise. All winter his mailbag bulged with invitations from business groups to come and preach the doctrine of depriving the government rascals of their various controls. It was sweet music but a siren song. For the point the new friends of Lewis must remember is that the controls have been two-edged. While business has been irked by price controls, labor has been irritated by wage controls. Responsible business leaders and labor leaders have seen this duality and have accepted it, even welcomed it, as a necessary concomitant of our war-distorted economy. Phil Murray's steelworkers and Walter Reuther's autoworkers sought increases of around 30% but settled on just over 15%, stipulating a bulge, not a break, in the price line.

It is hard to predict what John L. Lewis will do next. He is canny about public opinion, even though at times contemptuous of it. His 12-day truce offer was cleverly designed to let off a little pressure while still keeping the pot boiling. His shrewdness is not without guile. He may have accomplished his ends already or it may take all summer. But it is clear that if he can storm through the wage line with a gain of, say, 30%, he will stand as the one who got more for his men than any other labor leader. It must be an intriguing prospect. It is probable that such an increase would completely sunder whatever remains of a price line, but that is the sort of "free enterprise" that Lewis has been growling about, to the applause of that consequential though still small and still wrong segment of business that wants to toss off all controls too hastily. Lewis would thus emerge as not merely a labor leader but as the leader of all this shortsighted faction.

Lewis' methods have thrown an ambiguous light over the coal negotiations. The government and the operators must have wondered if they were not being wearied on the royalty battlefield, like Napoleon in Spain, for the major smash on wages.

Government Lag

Such tactics, of course, are almost invited by the Truman Administration, which is, to speak with all possible kindness, not equipped for deft double plays and which is already tired

from moving from crisis to crisis. In retrospect it seems fantastic that President Truman and his advisers did not apparently even think about smoking out the coal issues from behind the façade of the Lewis personality until more than a month of the strike had gone by and the country was in his grip, a grip from which it still cannot emerge short of months. Appointment of a simple fact-finding committee weeks ago might have turned the trick.

Today the dominant fact is simply that the U.S. and the world must have the coal that only Lewis' men can mine. Return of the miners and production at peak capacity for many times 12 days is an international must. Wage increases in scale with those already generally granted in the major industries are all that is proper until the national economy is ready for an orderly return to the freedom of enterprise that is our national birthright. Lewis cannot strike against the world. If President Truman must throw down the gauntlet to Lewis, let him throw it down.

And Then?

Resumption of coal mining, while dreadfully essential, is still not enough. The public must have protection from abuse and irresponsibility on the part of such labor czars as Lewis. The public once had to have such protection from capital, as when J. Pierpont Morgan held President Cleveland up in 1895 for \$62,000,000 in gold with which to stabilize the U.S. Treasury. Now the pendulum has swung and the nation awakes to find chaos, inflation, broken promises abroad and untold suffering in the wake of one man's exercise of power. Today's situation bears little relation to the promise contained in the preamble to the Constitution, which lists among its objectives the attainment of "domestic tranquility." This suggests that a gap exists in the laws.

The coal strike should at long last bring action on some sort of truly protective legislation. The general strike of 1926 did that in England, and Congress might usefully study now what Parliament did then. But first Congress must abandon the futile anger that it reserves for these strike crises and calmly seek the sort of laws that will attach proper responsibility to labor in a complex industrial society. Surely some method less barbaric than strikes can be found for adjusting the bargaining position of labor and management and for providing labor with the sort of social gains it deserves.

PICTURE OF THE WEEK: ➡

On May 8, the presidential birthday, Harry S. Truman put in a hard day at the White House office. While he was striving unsuccessfully to settle a strike that was crippling the nation a mother robin sat on a pillar outside his office and successfully hatched four eggs she had laid in her nest. One baby bird died but White House aides proposed to name the surviving fledglings Lippmann, Lawrence and Kent, after three columnists whom the President has on occasion kidded. Next day, following White House protocol, the Secret Service informed the President of the good news.



In her nest on a pillar just outside
President Truman's White House window
a mother robin hatches out three eggs



BEFORE STRIKE Jones & Laughlin Steel Corp.'s vast, 27-acre stock pile (above), handy to Ohio River barges and the Pennsylvania Railroad, is 30 feet deep with coal.

AFTER FIVE WEEKS of strike, the stock pile is gone (below). Company had additional reserves. But other Pittsburgh steel plants had laid off 30,000 men by week's end.





WASHINGTON'S BROWNOUT DARKENS DOME OF CAPITOL AS IN WAR DAYS

LEWIS GRANTS A TRUCE

After whole U.S. economy starts to shut down, mine leader calls temporary halt in coal strike

In the nick of time imperious John L. Lewis and the soft-coal operators finally made a serious effort to get together last week. Lewis offered a two-week truce. The operators agreed in principle to a workers' health and welfare fund. Everything seemed set for a last-minute reprieve to a nation which had been about to suffer the greatest mass unemployment in history. For even as the dickering continued, U.S. coal stock piles neared exhaustion—and without coal few citizens could earn a living or go about their daily business.

Although a modern-day American can live his whole life without ever seeing a lump of coal, he cannot live long unless the nation's coalbins are full. Coal makes steel, which is the raw material of 40% of all U.S. industry. Where there is no water power, it makes the electricity which operates office lights, elevators, trolley lines, dentists' drills. It powers freight and passenger locomotives and steamships. In the chemical industry it is turned into everything from dye stuffs to nylon stockings and from sulfanilamide to plastic telephones.

Last week, as Pittsburgh steel plants banked their furnaces, Ford began to lay off 110,000 workers. General Motors and Chrysler prepared to close down. Chicago, with only enough electric power to work from 2 to 6 p. m. a day, had a payroll loss of \$25,000,000 a week. Railroads canceled 2,000 passenger trains a day and prepared for even more drastic cuts. An embargo on practically all freight except perishable food meant that industries dependent on shipping would soon have no raw materials to work with—and would not be able to market their products anyway. In St. Louis alone the resulting unemployment was forecast at 200,000. If the strike were settled quickly, much of the damage could still be avoided. But some ill effects would continue to plague the U.S. for a long time: federal officials estimated that it would take nearly two months to boost manufacture of scarce articles like automobiles and refrigerators back to March levels.



CANDLES furnish light in dining room of Palmer House in Chicago, first big city to suffer drastic power shortage. For floor show, hotel turned on one spotlight instead of dozens usually used. The dimout saved the city about 5,000 tons of soft coal a day burned to make electricity.



SHOPPING CROWDS gather in front of Chicago store awaiting 2 p.m. opening. Stores and offices were allotted only four hours' electricity a day. Below: John L. Lewis is greeted as hero at union policy committee meeting where his actions and tactics were unanimously endorsed.



BICYCLE PUMPS GASOLINE when electricity gives out. With this device, Chicago's Joe Benak kept his filling station open despite the power cut.





ERNEST BEVIN DANCES with handsome Lady Diana Cooper wife of the British ambassador and, 20 years

ago, an actress and one of Britain's greatest beauties. Byrnes, Bolacht and Mordov also attended British em-

bassy ball in their honor but did not dance. After they had departed 203-pound Bevin fox-trotted indefatigably.



ERNEST BEVIN DANCED WITH NUMEROUS PARTNERS

PARIS CONFERENCE

Four Foreign Ministers meet with little frivolity, less progress

When an international conference is going well its diplomats can relax lightheartedly in banquet and ballroom. There was some such relaxation amid the chestnut blossoms of Paris last week but not much. On the first anniversary of European peace the Foreign Ministers of four victorious powers were sparing ineffectually over what to do with victory now that they had it. On 19 minor points, most of which were matters of phraseology, they had reached compromises. They awarded Transylvania to Rumania. Austria was denied the Italian Tirol which she had lost in 1919. The major issues, such as Trieste, the Ruhr, centralization of Germany, were still unresolved. The Russians' only answer to Secretary James F. Byrnes's proposal of a 25-year four-power pact for keeping Germany peaceful was a barrage of Soviet press criticism. Byrnes, speaking more often than Britain's Bevin or France's Bidault, had become spokesman for the Western powers in dealing with Molotov. Between Byrnes and Molotov the area of disagreement still seemed a yawning gulf, even when talk finally got down to the issue of whether the Big Four must agree, as Molotov insisted, on all the important issues before calling a 17-nation peace conference of June 15.

As the Paris springtime wore away, reports multiplied that, if the Western leaders became convinced that it was impossible to achieve an understanding with Russia, then Britain, France and the U.S. might get together on a separate program combining their three occupation sections of Germany into one and putting the Ruhr under Three-Power control. That would happen, however, only if the Paris conference came to an end in abysmal failure.



RELAXING MORE SEDATELY THAN BEVIN, BYRNES AND ADVISER BEN COMEN WATCH PARIS FROM A HOTEL MEURICE BALCONY



X-RAY PICTURE OF EDWARD TRAVIS' STOMACH SHOWS TEN MARBLES IN HIS UPPER ABDOMEN AND SIX IN LOWER PELVIC REGION ON THE WAY DOWN AND OUT



IN THE HOSPITAL Edward smiles happily as he displays eight of the marbles that have worked their way down through his intestines. He also swallowed a piece of chalk.

MARBLES IN HIS STOMACH

Boy swallows 18 on a dare but doctors ease them out

Edward Travis walked into the Peekskill, N.Y. Hospital last week and announced that he had just swallowed 18 glass marbles. His reason was sound for a 9-year-old. His friends had dared him to swallow the marbles, so he did. Doctors doubted him, reluctantly took an X-ray (*above*) which gave frightening proof that Edward was not fooling. After consultation the doctors decided against surgery, prescribed a cathartic diet and sat back to watch and wait. One by one Edward got rid of his marbles through normal elimination and by week's end was almost ready to take them home with him. His only objection: the diet, whose strong cathartics he found extremely distasteful.



AN OLD FRIEND...

Yes, and a good friend in American homes for three generations is this fine vegetable soup. With its 15 different garden vegetables in a good beef stock, Campbell's Vegetable Soup is so hearty mothers everywhere call it "almost a meal in itself." Have you some on hand?

Campbell's VEGETABLE SOUP



A NEW FRIEND...

Probably you know this good soup, too. The reason Campbell's Beef Noodle has become popular so fast lies in one word—BEEF. Here's a soup that's beef clear through: a slow-simmered, rich beef stock, tender pieces of beef and golden egg noodles steeped in the hearty beef broth. Most families call it swell!

Campbell's BEEF NOODLE SOUP



AND ONE YOU'LL WANT TO KNOW!

And here's a soup to set your tongue a'tingle with its tempting taste. It's Campbell's Black Bean, a rich purée of fine, selected black beans—smooth and deliciously different, and so nourishing! Let the family enjoy it. And serve it when entertaining, for that touch of elegance. Some like to float a slice of lemon on it. Try this fine soup soon!

Campbell's BLACK BEAN SOUP

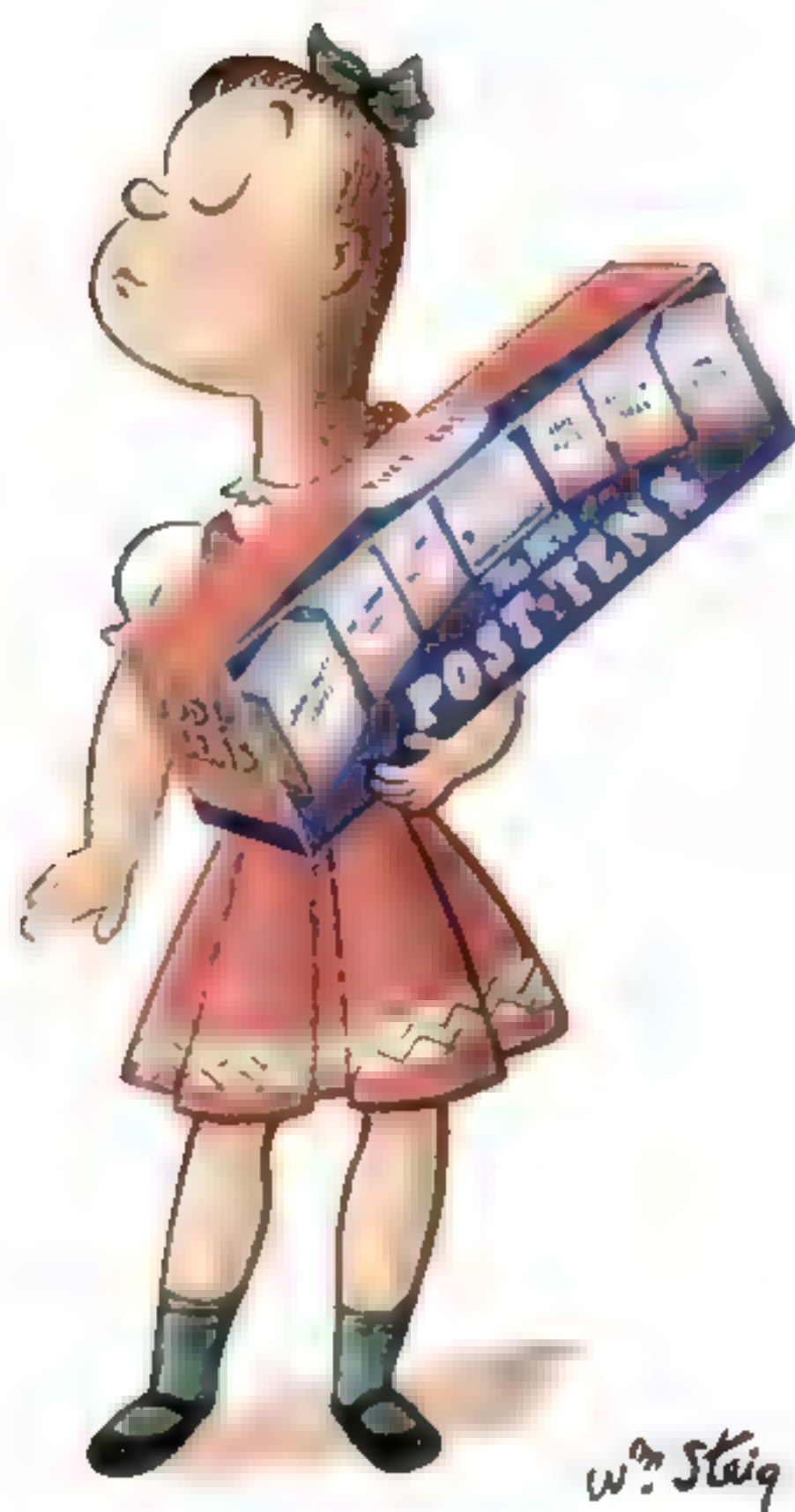


21 KINDS
TO CHOOSE FROM

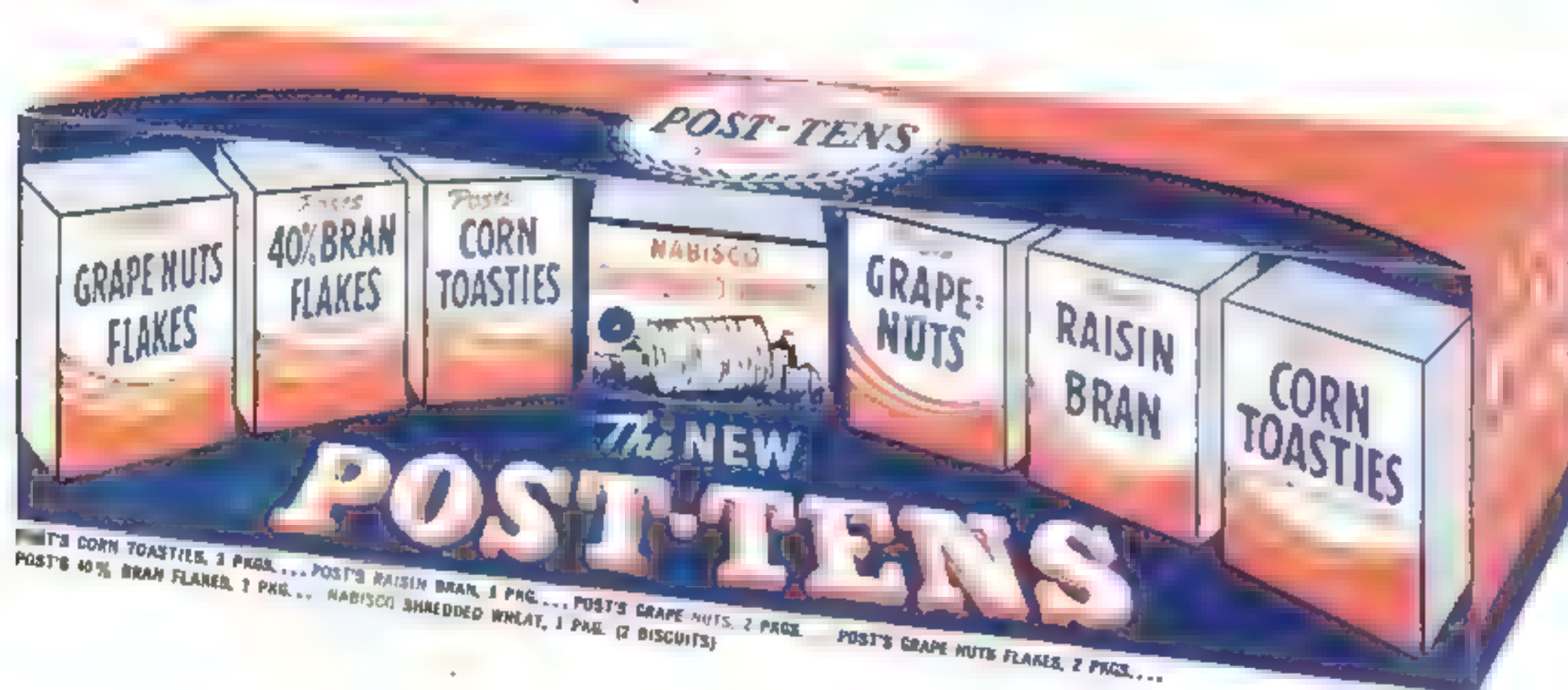
LOOK FOR THE RED AND WHITE LABEL

Whether you come at noon or night,
Be sure you bring your appetite;
For here are Campbell's Soups, all three,
To tempt and nourish you and me!





Even the choosiest people go for Post-Tens!



10 individual servings—6 favorite cereals

Here's the famous "pick 'n' choose" package of 6 favorite breakfast cereals—every one a winner! . . . **10 INDIVIDUAL BOXES** in the gay, new, red-white-and-blue package of Post-Tens—each box a generous serving . . . **VARIETY FOR ALL**. 6 cereal favorites: Post's Corn Toasties, Raisin Bran, Grape-Nuts, Grape-Nuts Flakes, 40% Bran Flakes—plus

Nabisco Shredded Wheat . . . **ALWAYS FRESH**. Individual, single-serving boxes guard that oven-crisp goodness till ready to serve . . . **CONVENIENT**. Simply put the Post-Tens package on the table and let everyone go for his favorite cereal . . . **NO WASTE**. No "leftovers" with Post-Tens—each box gives just the right amount for a single serving.



INMATES GAILY WAVE FAREWELL TO SEVERAL WOMEN BEING RELEASED. FATE OF PRISONERS AS A GROUP DEPENDS UPON THE OUTCOME OF THE NURNBERG TRIALS

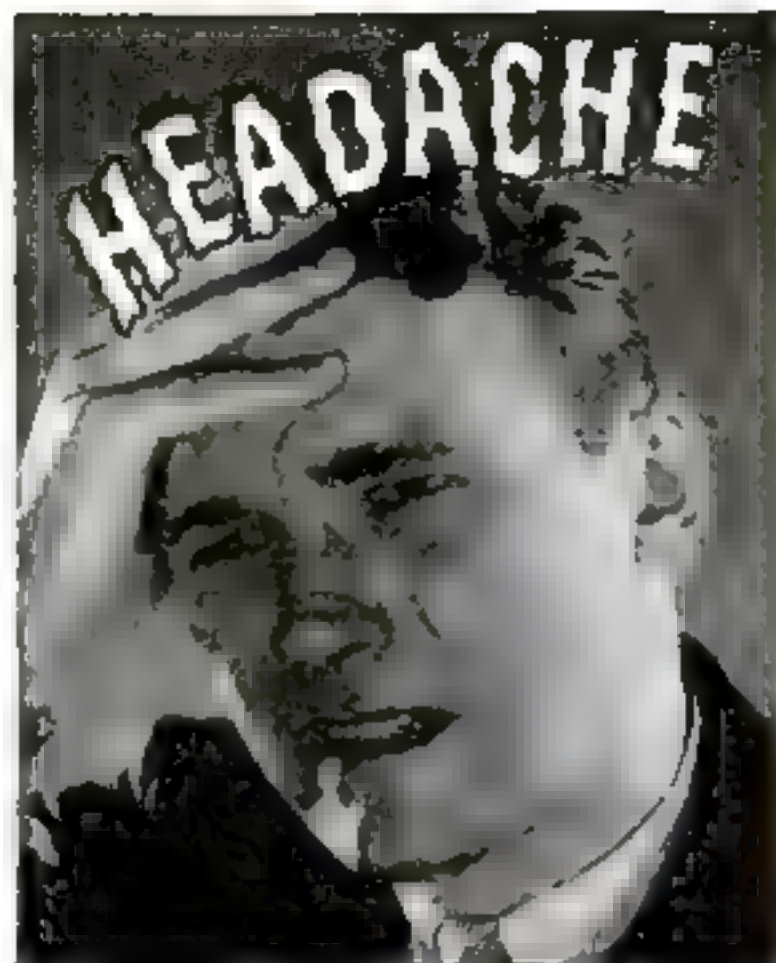
NAZI WOMEN

They talk up Hitler and put on weight in U.S. internment camp

Near Ludwigsburg, in Württemberg, there are several U.S. prison camps for dangerous followers of Hitler. Shown here is Lager 77, which harbors women prisoners, including Fraulein Rudiger, ex leader of the Hitler maidens, and notorious Frau Koch of Buchenwald fame. The other 1,100 inmates were mostly typists and spies for the SS.

These women do no work, receive no real re-education. Instead they walk and smoke and sit

around, growing fatter and more resentful. On a diet of 3,000 calories a day in U.S. rations, most have gained 30 pounds. By day they promenade inside the barbed-wire fences, yodeling at the U.S. and Polish guards. By night they stage vaudeville shows, some of which are unashamedly bawdy. But chiefly they pass the time reassuring one another that Germany's defeat is only temporary and that someday the Nazis will again be back on top.



Any time you want fast relief from headache, take Bromo-Seltzer right away. Bromo-Seltzer effervesces instantly, it's pleasant to take and it works fast in fighting ordinary headaches three ways:

1. Helps relieve headache
2. Helps relieve upset stomach
3. Helps quiet jumpy nerves

—all of which may combine to cause trouble. Caution: Use only as directed. Get Bromo-Seltzer at your drug-store counter or fountain today. Compounded in four convenient home sizes.



For **FAST** headache relief
BROMO-SELTZER
A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887



HOOTCHY-KOOTCHY is danced before inmates by an SS girl who was a propagandist in India. She made brassiere from tin foil in cigaret wrappers.



PROMENADING in small cliques is the chief diversion. A 15-year prison term awaits any guard, U.S. or Polish, caught fraternizing with these women.



BUNKROOM GOSSIP is a popular activity. Less notorious individuals, released at rate of six or seven a week, are given bunk parties before leaving.



MAKE SURE OF YOUR
Vacation Pictures

Get perfectly exposed pictures... rich color... sparkling movies, stills... with the new, improved G-E exposure meter to guide your camera.

Easy to use. New, simplified dials. Extremely sensitive. Proved accuracy. Always dependable. Lighter. Sturdier. Come back with the vacation pictures you want. See the G-E meter at photo dealers... it's 3 meters in one. General Electric, Schenectady 3, N. Y.



New, improved
G-E
EXPOSURE METER

GENERAL ELECTRIC

TRADE MARK
WINDBREAKER
REG. U. S. PAT. OFF.
JOHN RISSMAN & SON



4 to 10 12 to 20 36 to 44

AMERICA'S MOST FAMOUS JACKET
A MASTERPIECE OF CRAFTSMANSHIP

Tub Test FABRICS SOLD EVERYWHERE
JOHN RISSMAN & SON • MAKERS • CHICAGO
WRITE FOR AGENCY FOR YOUR STORE

When a cut-up rates a scold...



Why be Irritated? Light an Old Gold

There's a bounty of *added* smoking pleasure in these grand Old Golds! There's the special addition of friendly Apple "Honey"* to guard their freshness. There's the luxurious blending of the world's choicest tobaccos. There's the touch of rare, imported Latakia tobacco for priceless bouquet and flavor. There's superfine quality, even, in Old Golds' crisp white cigarette paper... made from *virgin pure flax*. Enjoy all these pleasurable extras in Old Golds... yourself... today.

*Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.



LISTEN TO
FRANK SINATRA
Wednesday Evenings CBS



and
MEET ME AT PARKY'S
Sunday Evenings NBC

"Hires
to You!"

THE FAVORITE TOAST



At home, at the fountain, and along the highways, the toast of "Hires to you!" increases day by day. It's the answer to refreshing enjoyment.

distinctly masculine • *decidedly* correct



even indoor men have outdoor ideas

perhaps that's why they go all out for SPORTSMAN Grooming Essentials. For their soft, soothing comfort and their crisp, outdoor tang — like an ocean breeze in a bottle. Simple, easy, most refreshing!

Sportsman
GROOMING ESSENTIALS

Sportsman Gift Packages, \$2 to \$10. At Better Stores. JOHN HUDSON MOORE, INC., 663 FIFTH AVE., N. Y. 22

Nazi Women CONTINUED



FRAU KOCH, notorious sadist, sits for a portrait. Wife of former Buchenwald commandant, she made lamp shades from skin of men she ordered killed.



IN SOLITARY CONFINEMENT a former concentration-camp guard at Ravensbruck smirks. Diet for first three days in solitary is bread and water.



*"Mr. Jones says I'm a real little hero
about the Jell-O shortage!"*

We wish we could do a little crystal-gazing on the sugar situation—and tell you exactly when Jell-O and Jell-O Puddings will be back in full abundance.

All we can say for sure is—sweeter days are coming!

In the meantime, we'd like to help you make the most of every precious

package that comes your way. Look over these festive flourishes for your cool, smooth Jell-O Puddings. See these new ways to nestle fresh summer fruits and vegetables in shimmery molds of Jell-O.

These delightful ways to use your Jell-O treasures will make you braver, and your parties more beautiful!

PRODUCTS OF
GENERAL FOODS



Gold-in-the-Snow—a new and beautiful surprise! Arrange cubes of Orange Jell-O, half jewel-clear, half whipped. Garnish with sprigs of mint.

Butterscotch Icebox Pudding—Looks like a loaf of nougat, tastes like heaven. Prepare Jell-O Butterscotch Pudding, using $1\frac{1}{2}$ cups milk. Cool, fold in $\frac{1}{2}$ cup cream, whipped, $\frac{1}{2}$ cup chopped pecans. Line mold with waxed paper and arrange triangles of cake around edge. Pour in butterscotch mixture. Chill overnight. Serves 4 to 6.

To serve 8 to 10, double recipe and mold in 8x4x3-inch pan as shown.

Jell-O is a trade-mark owned by General Foods

Three midsummer dreams!

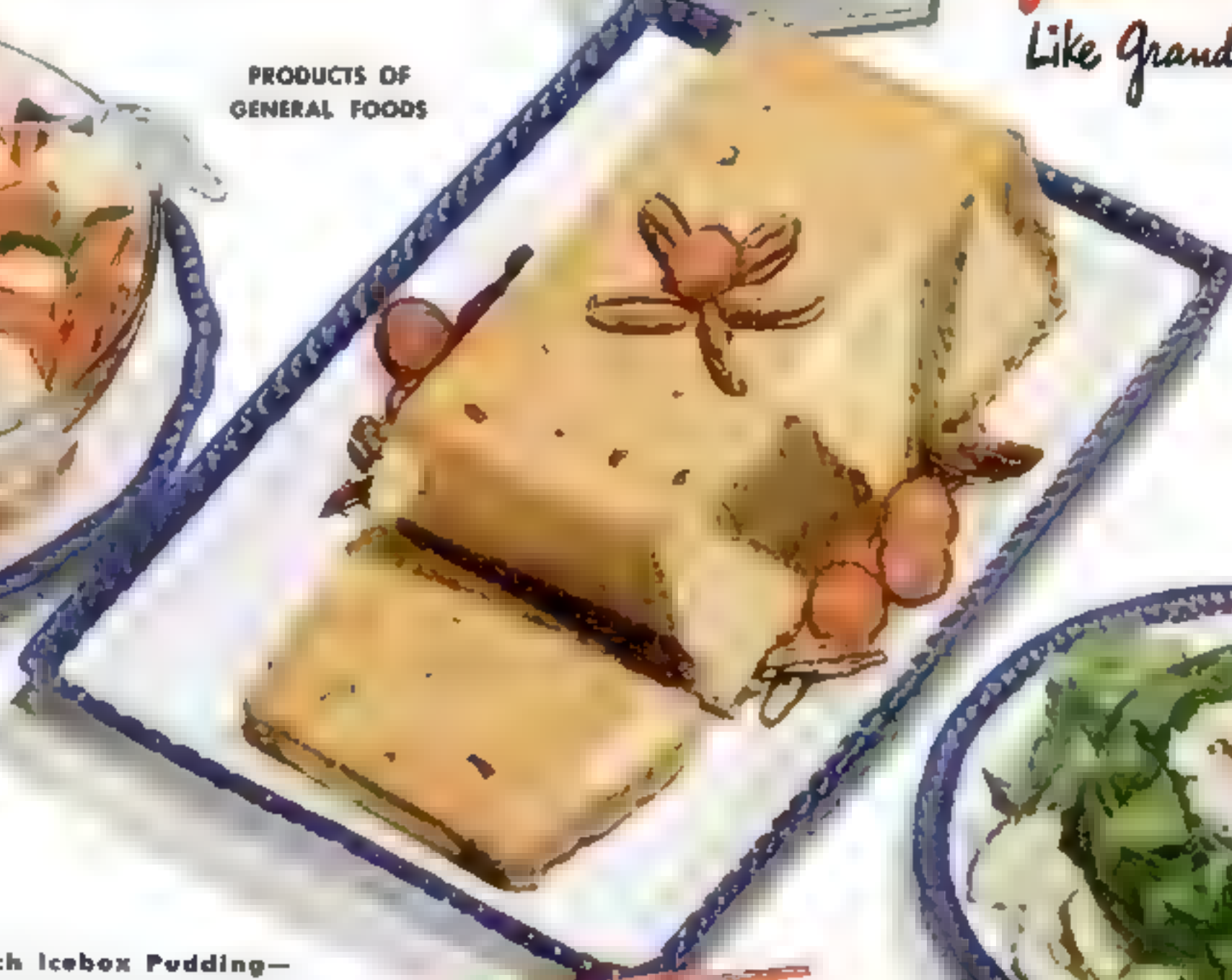
A whipped-and-clear mold of Raspberry Jell-O, with fresh, plump raspberries buried in the whipped half. A satin-cool Jell-O Vanilla Pudding with sweetened fresh rhubarb. A luscious combination of Jell-O Chocolate Pudding, butterfly cookies, and peppermint-flavored whipped cream.



JELL-O
PUDDINGS

Jell-O Puddings
Like Grandma's—only more so!

Lime-Cucumber Salad. All you do is add thin triangles of cucumber to Lime Jell-O seasoned with vinegar and salt—*but in man, what that "locked-in" Jell-O flavor gives it!* Mold in ring molds and fill with cottage cheese.



What's found only in Jell-O?
That "locked-in" Jell-O Flavor!

Beyond Words

A day of dreams! It shines with happiness, rings with gaiety . . . and has its solemn side, too. An occasion such as this, that reveals an utterly new horizon, is beyond words. How could a bride describe to others the many emotions that fill her heart?

Even in everyday life there are occasions that are also indescribable — that must be lived to be appreciated. There's that moment when you gaze with satisfaction at the glass in your hand, half-emptied of its Budweiser, but still brimming with enjoyment. You know then that you could never describe the utterly distinctive taste that charms you . . . that has made Budweiser the most popular beer the world has ever known.

ANHEUSER-BUSCH • • ST. LOUIS



Every sip tells you what words can't

Budweiser

*is something more than beer
...a tradition*

©1946 A-B CO.



WITH BRAKES SMOKING TO FASTEST POSSIBLE STOP, TEST-RUN "EXPOSITION FLYER" GRINDS PAST THE SCENE OF WORST ACCIDENT IN BURLINGTON'S HISTORY

TRAIN-WRECK INQUIRY

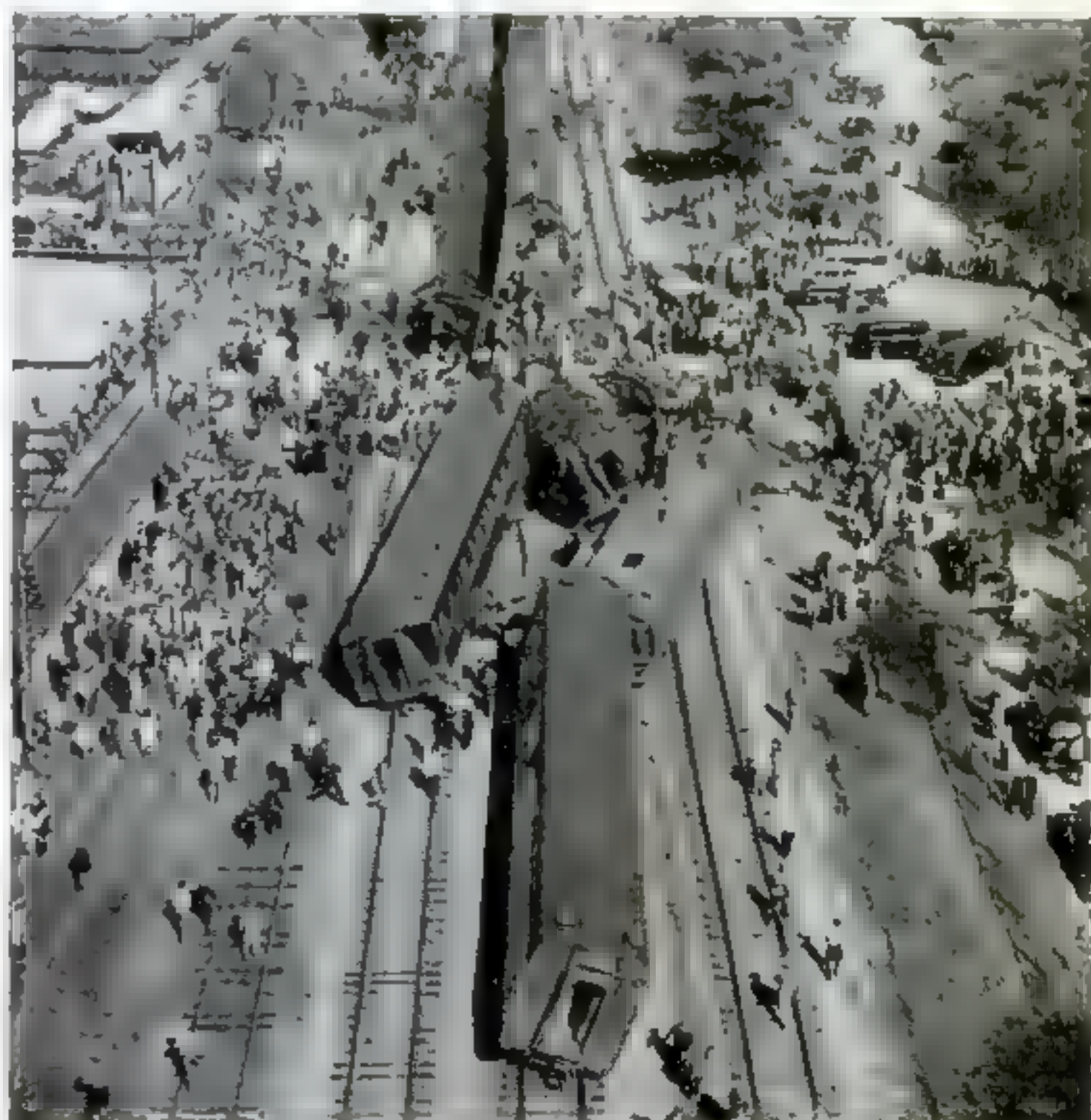
Tests show how disaster might have been averted



ENGINEER "BILL" BLAINE

On April 25 the advance section of the Burlington's crack *Exposition Flyer*, 28 miles out of Chicago on its speedy way to Omaha, stopped at Naperville, Ill. because a crewman thought he had seen a brake shoe fly off. Ninety seconds later the second section rounded a curve and smashed into the stalled train at a speed estimated by onlookers at 60 mph. The dead: 45; injured: more than 100. Engineer William W. Blaine, 68, himself a victim of a fractured skull, said he had thrown on his brakes as soon as he saw a yellow warning light—but "I guess we were going too fast."

Burlington officials duplicated Blaine's train, sent it on a trial run past the warning signals, a yellow light visible at 11,674 feet from the crash, a red light visible 3,136 feet away. Approaching the scene at 86 mph, the engineer applied his service brakes when he saw the yellow light, stopped 3,761 feet short of crash point. Next, as engineers often do to make their schedules, he "rode" the yellow light, waited for the red light, then "wound the clock" by setting full emergency brakes. With brake hands smoking, the train ground past crash point at about 20 mph—a speed which would have greatly diminished the April 25 disaster—and shuddered to full stop 393 feet beyond. To some observers the test proved only that modern trains often operate too fast for their safety devices or their engineers' reflexes.



THE WRECK sprawls over railroad tracks at Naperville, Ill. after Engineer Blaine's second section of westbound *Exposition Flyer* plowed into the stalled *Advance Flyer*.

Don't be a "poor fish"— be her dream man!



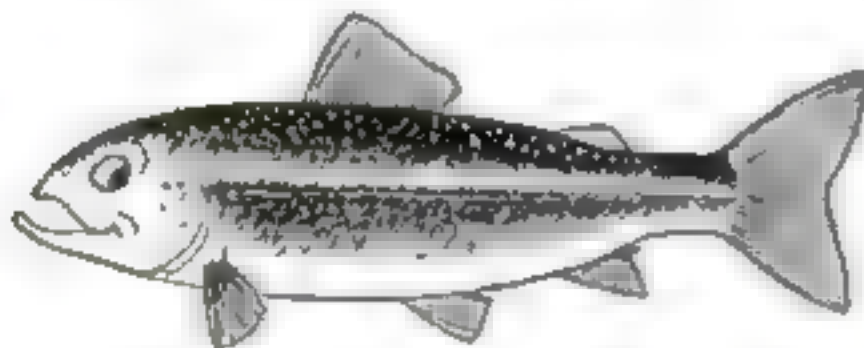
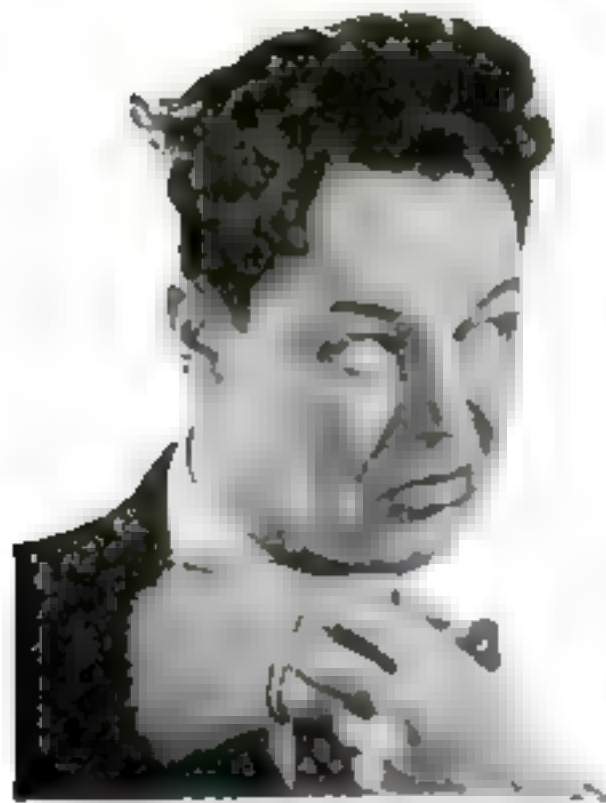
Octopus

He combs his hair with water. After water dries, his hair sticks out and hangs down like tentacles. Kreml Hair Tonic keeps hair neatly in place from morn 'til night.



Eel

Often called a "heel" by the ladies. He plasters his hair down with grease. Looks just like a gigolo. Kreml keeps hair handsomely groomed yet never leaves it looking oily or greasy.



Speckled Trout

Specks look beautiful on a trout but not dandruff specks on your shoulders. Kreml is famous to remove dandruff flakes. Leaves scalp feeling and looking so clean.

"He man" and "Head man"

He uses Kreml and his hair is always so neat and attractive. Never pasted down, sticky or greasy looking. Just hear the girls sigh mm-m-m-m at the man with Kreml-groomed hair!

• Ask for Kreml Hair Tonic at your barber shop. Buy a bottle, at any drug counter. Use it daily for a cleaner scalp—for better-groomed hair.



KREML HAIR TONIC

Keeps Hair Better-Groomed Without Looking Greasy—
Relieves Itching of Dry Scalp—Removes Dandruff Flakes



A product of
R. B. Seiler, Inc.



TEST TRAIN (arrow), ignoring yellow warning light and traveling at full speed, rounds curve into this stretch of straight track, 3,136 feet from point



EMERGENCY BRAKES are applied by test engineer the instant that he sights red light. Sand and smoke pour from wheels as train slows from 86 mph.

AS TEST TRAIN COMES TO FULL STOP, BURLINGTON EMPLOYEES MEASURE





where April 25 wreck occurred. Here engineer gets first view of red warning signals (top of picture), which have been hidden by telephone poles on curve.



APPROACHING CRASH POINT, test train is still traveling about 20 mph. Note new gravel crossing where actual wreck tore up tracks and ground.

DISTANCE TO SCENE OF WRECK. TRAIN HAS TRAVELED 383 FEET BEYOND



IT HAPPENS WITHIN *two seconds*

Within two seconds after starting his motion, a major league pitcher can rocket a baseball through space at upwards of 94 m.p.h . . .



MAKE THIS
GLASS OF WATER TEST
YOURSELF



By dropping a Bayer Aspirin in a glass of water, you can see why it quickly relieves ordinary headache. What it does in the water it does in your stomach: starts to disintegrate within *two seconds*—thus, actually begins to work almost instantly.

Within two seconds after you take it, Bayer Aspirin actually goes to work, to bring you

fast pain relief!



THREE important steps...not just ONE
...give BAYER Aspirin its 2-second speed!

When you have a headache, neuritic or neuralgic pain, you want the fastest relief you can possibly get. And that's why, in making Bayer Aspirin, 3 important steps are taken—*not just one!* First, even though ready-made aspirin powder can be purchased from outside suppliers, Bayer makes its own instead, tests it, adds a highly effective binder. Second, this powder is compressed into giant tablets

(extreme left) 18 times larger than normal. Third, these "giants" are crushed back to powder, sifted and the Bayer tablets so familiar to millions are made.

Bayer technicians *could* make aspirin tablets without taking all three steps. But because they *do* take them, Bayer Aspirin starts to disintegrate within *two seconds* . . . means amazingly fast pain relief! So always ask for genuine Bayer Aspirin.

**ALWAYS
ASK FOR
GENUINE**

Bayer Aspirin

HEY!— I'M ENJOYING THIS! BESIDES, WE
CANT JUST BREEZE OFF TO THE MOVIES AND
LEAVE A MESSY COFFEE POT!

FORGET IT! THAT'S
BORDEN'S INSTANT
COFFEE. NO POT,
NO GROUNDS, NO FUSS—
NOTHING BUT
SWELL FLAVOR!



Money back if Borden's doesn't taste as good as your favorite ground coffee!

Let's face the question. You know about the convenience of instant coffee. Your only question is: "Will it taste as good as my favorite ground coffee?"

We answer with a guarantee. We say Borden's Instant Coffee will please you—or your money back!*

We can make this offer because Borden's is all coffee, fine coffee, nothing but coffee. That fresh-out-of-the-roaster flavor is sealed in by a special Borden process—without the addition of non-coffee ingredients.

You'll enjoy the convenience of Borden's. No wait, no waste—no pot, no grounds.

But the headline news is satisfying flavor—*guaranteed* flavor! Try Borden's today.

Borden's is different from any instant coffee you ever tasted! That's why we can make this money-back offer. But remember—

There are two completely different types of instant coffees. One is the "cafe" type, sometimes called coffee "product." It is a mixture of coffee and other ingredients, such as dextrose, maltose, and dextrins. The other, represented by Borden's, is 100% pure coffee—nothing else is added.

Both cost about the same per cup on your table—regardless of difference in size of jar or price at store. You want convenience, but you want flavor, too. Borden's has it—the flavor of your favorite ground coffee!



Makes as many
cups as a pound
of ground coffee

If it's Borden's it's got to be good!



© BORDEN CO.

*Use at least half a jar of Borden's. Then, if you don't agree it tastes as good as your favorite ground coffee, send us the jar with the unused contents, and we'll cheerfully refund your money. The Borden Co., 350 Madison Ave., New York 17, N. Y.



CRYSTAL MALONE IS A JUNIOR AT THE UNIVERSITY OF VERMONT. SHE LIVES IN ONE OF THE DORMITORIES ON THE CAMPUS AND IS MAJORING IN BUSINESS

SORORITY FIGHT

Vermont chapter stirs nationwide controversy by admitting a Negro

One of the pledges to Alpha Xi Delta sorority at the University of Vermont is 19-year-old Crystal Malone of Washington, D.C. Miss Malone is getting better-than-average marks and is one of the most popular girls on the campus. But the national headquarters of her sorority has suspended the local chapter for admitting her. The reason is that Crystal Malone is a Negro.

By last week the Vermont chapter of Alpha Xi Delta was the center of the latest big controversy

over college sororities. Last winter LIFE (Dec. 17) pointed out that sororities were undemocratic. LIFE was immediately taken to task by many sorority spokesmen whose argument parallels the statement made recently by Alpha Xi Delta's national president, Mrs. Beverly Robinson: "Life is selective, and maybe it's just as well to learn it while we are young." The Vermonters, however, are standing by their decision and assert that they "are proud to be sorority sisters of Miss Malone."




THE SORORITY'S BID for Crystal Malone was, by custom, secretly placed under her pillow in the dormitory (as re-enacted for these pictures).



SORORITY PLEDGE PIN was given to her in candlelight ceremony. She offered to give it back and resign when suspension came. But members refused.



SORORITY CEREMONY followed, in which she was lifted from knees and welcomed into circle. Alpha Xi Delta has 56 local chapters, 7 in the South.



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She will appreciate your thoughtfulness, when you give her the most treasured of all diamond rings . . .

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. . . the nationally established price on the tag . . . and the Keepsake Certificate of Guarantee and Registration. At your Keepsake Jewelers . . . \$100 to \$500.



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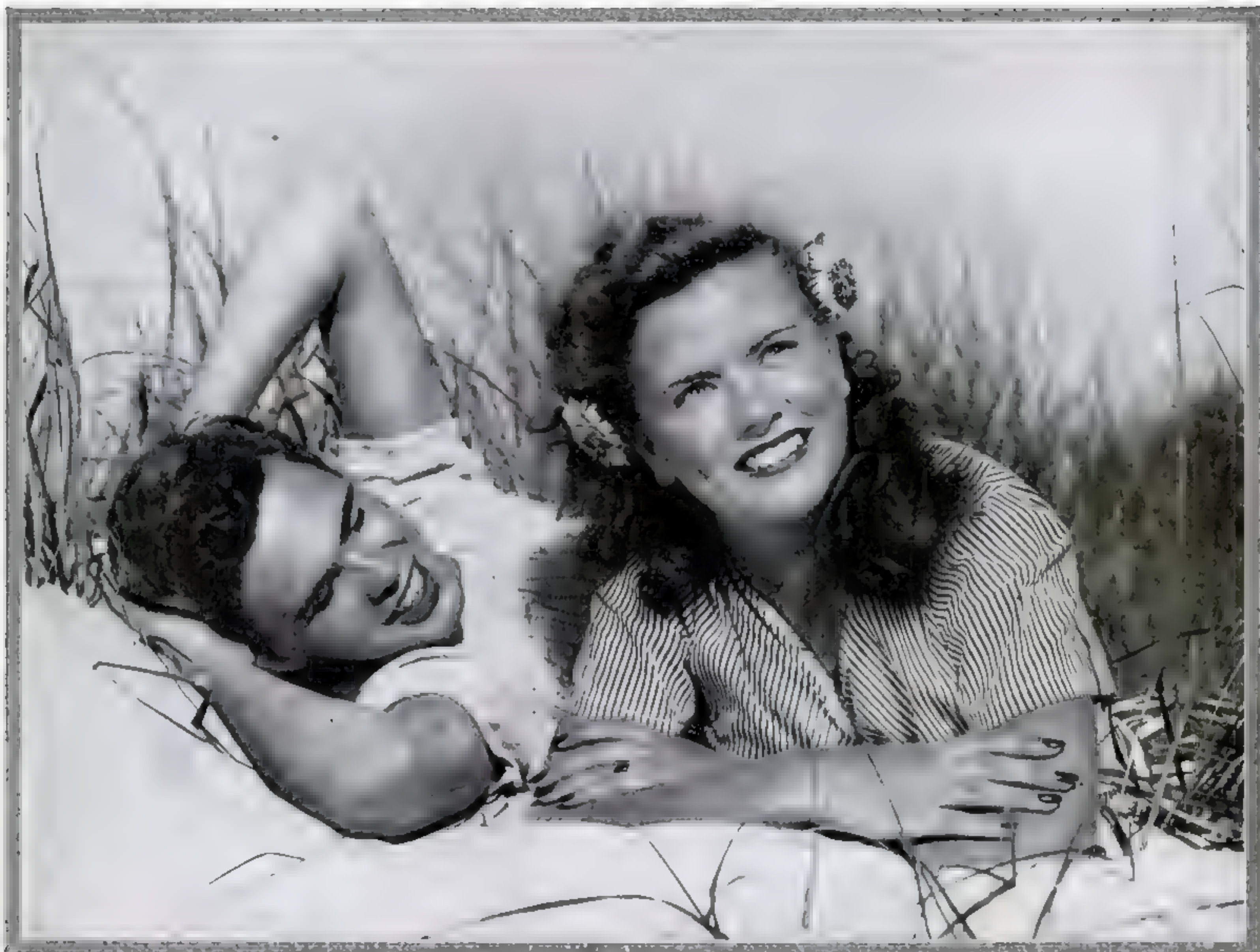
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Stunning sunning!

This picture is unusually good.

It's wonderfully lighted, with the white sand reflecting strong sunlight. The exposure was right on the nose. And it was taken on *wide-latitude* Ansco Film!

But here's the important point about this picture:

If it had been taken in poor light . . . if the exposure had been somewhat incorrect . . . it would still be a very satisfactory picture on Ansco Film! For Ansco's wide-latitude permits taking black and white pictures under the most difficult lighting conditions.

"Latitude" is the expert's word for *margin of safety* in exposure. And wide-latitude Ansco Film

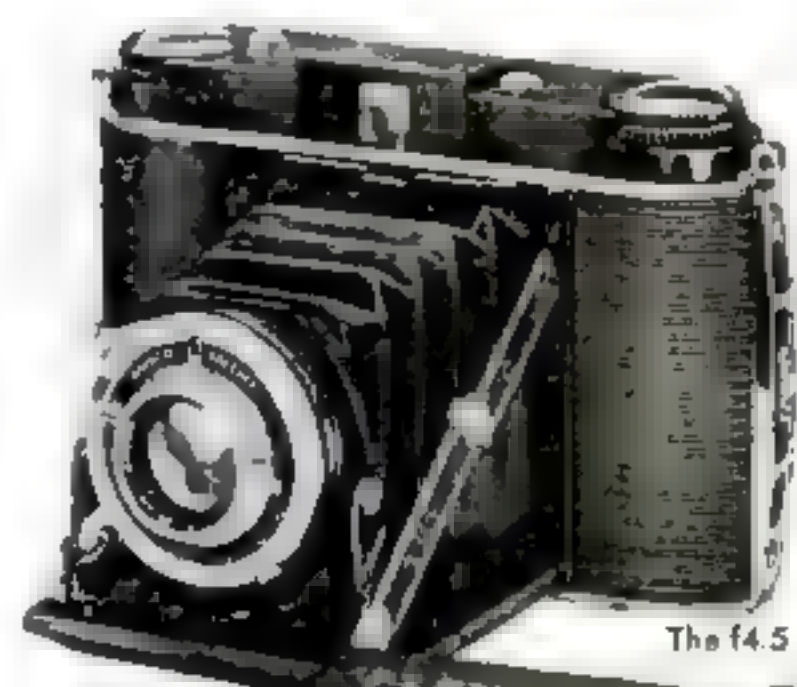
gets the picture early in the morning or late in the afternoon! Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation. General Sales Offices, 11 West 42nd St., New York 18, N.Y.

PHOTO TIPS

Don't hand-hold your camera for snaps slower than 1-25th of a second. Use some support—anything steady will do.

• • •

When taking a picture, remember to hold the camera level, and have the subject correctly located in the center of the finder. Press the shutter release slowly and carefully.



The f4.5 Ansco Speedax
—available soon.

Ansco

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MORE THAN AN INK....

IT PROTECTS PENS!



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The Parker Pen
Company

**Only Parker Quink
contains solv-x**



**NO CLOGGING,
NO GUMMING!**

1 Ordinary high-acid inks cause 65% of all pen ills. Quink with *solv-x* ends gumming and clogging. Keeps your pen free-flowing always.



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• Keep your pen free from trouble. Next time, ask for Parker Quink with magic *solv-x*! In 4 permanent, 5 washable colors, at 25¢. School size, 15¢. Also pints and quarts. The Parker Pen Company, Janesville, Wisconsin, and Toronto, Canada.

PARKER Quink

THE ONLY INK CONTAINING SOLV-X

Sorority Fight CONTINUED



IN THE LOCKER ROOM Crystal Malone has always mixed freely with fellow students. She participates in many extracurricular activities of the college.



IN THE LIBRARY she studies with others. She is only Negro in college. Vermonters, traditionally free from race prejudice, were outraged by news.



AT THE JUNIOR PROM Crystal has date with Negro Sailor Al Aikens (left), whom she invited. She also has dates with white students at the college.



A Musical Event! The Immortal

Brahms Violin Concerto played by

Joseph Szigeti

WRITTEN for the fabulous Joachim—"First Violinist" of the nineteenth century—this great work demands a master's touch!

To this gem of concertos—the *only* Brahms violin concerto—Szigeti brings the brilliant musicianship and incredible virtuosity which have won him acclaim as "top of top-flight violinists."

Columbia proudly presents Joseph Szigeti—and The Philadelphia Orchestra conducted by Eugene Ormandy—playing Brahms' Concerto in D Major for Violin and Orchestra, Opus 77. The amazing

flexibility and purity of Szigeti's violin tone are *faithfully yours* in this superlative recording. (Set M-MM-603, \$5.85)

For twenty years, Szigeti has been a magic name in American musical life. His recitals have been triumphs—his recorded performances are treasures. Like so many great artists Joseph Szigeti records *exclusively* for Columbia Records. For great music—by great artists—*count on Columbia!*



Hear Columbia's popular stars on Martin Block's "Columbia Record Shop." Tune in every Saturday afternoon. See your newspaper for time and station.



THERE'S A REASON FOR COLUMBIA QUALITY!

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Columbia Recording Corporation  A Division of Columbia Broadcasting System, Inc.



Ezio Pinza (Bass): Moussorgsky's *Boris Godunov*—Excerpts (with orchestra and Metropolitan Opera Chorus). Set M-MM-563 . . . \$3.85
Levitki's *Do You Remember?*, Clara Edwards' *Into the Night*, 17378-D, \$.75



Lily Pons (Soprano): Lily Pons Waltz Album (with Orchestras conducted by Andre Kostelanetz and Blanche Abrahams). Set M-MM-606 . . . \$4.85
Bell Song, "Lakmé"; Mad Scene, "Lucia di Lammermoor." Set M-MM-561, \$3.85



Vronsky and Babin (Duo-Pianists): Russian Music for Two Pianos—compositions by Rimsky-Korsakov, Arensky, Babin, and Stravinsky. Great music—magnificently played and brilliantly recorded. Set M-576 . . . \$3.85



Oscar Levant (Piano): Oscar Levant Plays Popular Moderns. Works by Debussy, De Falla, Lecuona, Poulenc. Set M-560 . . . \$3.85
Gershwin's *Rhapsody in Blue*, The Phila. Orch. Set M-MM-251 . . . \$2.85



Marian Gould and his Orchestra: *South of the Border*, an album of Latin-American songs. A superb collection. Set M-599 . . . \$3.75
After Dark, an album of nostalgic love songs. Set G-107 . . . \$3.85

Someday they'll be back

The supply of these Kentucky Straight Whiskies is still curtailed by the impact of the war years, when none was distilled. They are now being slowly aged; each will come to you with its individual character just as fine as ever, its quality always superb.

1. D. C. S. Y. T. C. D. A. H. B. C. C. S. W. H. B. Y.
 V. T. A. V. A. H. A.
 P. Y. P. A. V. X. P. V. H. X.
 A. P. X. S. A. B. C.
 V. Y. T. W. T. C.
 K. H. B. F. V. H. S. P.
 F. H. F. X. S. A. B. S. P.
 F. X. B. H. A. H. X.
 C. H. B. E. Y. C. Y. Y. (P.



in your cabinet again.





HENRY V OF ENGLAND, played by Laurence Olivier, was only 27 when he took ship at the Treason his task is to press his army back to the French throne. By

force and he addresses the assembled nobility with the confidence of youth: *Hearty to seal the signs of war and peace. A nation of England for a king of France*



"HENRY V" BEGINS WITH A PANORAMA OF ELIZABETHAN LONDON. IN CENTER FOREGROUND STANDS GLOBE THEATER, WHERE PLAY WAS FIRST ACTED IN 1600

MOVIE OF THE WEEK

Henry V

Shakespeare Play Makes a Glorious, Exciting Film

Laurence Olivier's production of Shakespeare's *Henry V* is not only the most successful screen adaptation of Shakespeare ever made but also a beautiful and uplifting work of art. Its excellence is the more remarkable because Olivier, who is producer and director of the film as well as its principal player, made the movie in England and Ireland during the war amid hardships and shortages unknown to Hollywood.

Based on historical chronicles, Shakespeare's play retells one of the heroic epics of the British people: how Henry V, the wastrel Prince Hal, becomes king, presses his honorable claim to the throne of France and after months of campaigning utterly defeats the flower of French chivalry at Agincourt with a handful of English archers.

Both scholars and the ordinary public will rejoice in this production of *Henry V*, for Olivier has presented Shakespeare with a magnificence and a spaciousness worthy of the poet's language. Recorded on color film, the scenery and costumes make a show rich as the finest medieval tapestry. But it is not surprising that the script has made such a superb movie since *Henry V* is a major work by the greatest genius who ever lived, with all his matchless language and deep humanity.



IN THE GLOBE THEATER, where the movie's first scenes are set, actors give a performance of *Henry V*

as the play was presented in Shakespeare's time. Here the chorus (Leslie Banks) recites the play's prologue.



WITH BANNERS FLYING AND ARMOR GLEAMING, THE FRENCH KNIGHTS CHARGE AT AGINCOURT. ONCE THE ENGLISH CUT THEM DOWN, ARMORED WARRIORS DECLINED



BEFORE THE BATTLE a French warrior, clad in cumbersome armor and the foppish habiliments of knighthood, is lowered to his war horse by a crude crane as a handful of pages and lackeys look on. Shakespeare painted the French as supremely overconfident



THE BATTLE IS JOINED as English bowmen shoot into the oncoming mounted hosts of French, killing their horses and rendering fallen riders almost helpless in their heavy mail. By showing up the vulnerability of heavy armor to lightly clad foot soldiers



IN IMPORTANCE, MAKING THIS MOMENT THE ZENITH OF MEDIEVAL CHIVALRY. SHAKESPEARE SAYS FRENCH LOST 10,000 MEN OUT OF 30,000; ENGLISH ONLY 29 OF 8,000



armed with the longbow, Agincourt had great military significance. Henry relied on his infantry, saying: "And you, good yeomen, whose limbs were made in England, show us here the mettle of your pasture. Let us swear that you are worth your breeding."



AFTER THE BATTLE Henry receives homage from the French herald, Mounthoy, who comes to offer surrender and make a last request: "I come to thee for charitable licence, that we may wander o'er this bloody field to book our dead and then to bury them."



More than your feathers say "Ostrich," Angel

You're playing "Ostrich," too—when you fail to guard against underarm odor.

YOU CERTAINLY know your negligees, Honey—as that smooth little ostrich number reveals.

The trouble is you're imitating that bird in more ways than one. Why act like an ostrich and close your eyes to underarm odor? Others will notice—even if *you* don't.

Your bath washes away *past* perspiration—leaves you fresh as a primrose. But for protection against *future* underarm odor, smart girls go for Mum.

Snowy-white Mum smooths on in 30 seconds. Keeps you safe all day or evening. Keeps you nice to be near. And who doesn't admire *that* charm in a girl?

Gentle Mum is safe and quick to use, even *after* dressing. Harmless to skin and fabrics. Won't dry out in the jar or form irritating crystals. Get Mum today.

For Sanitary Nipples—Mum is gentle, safe, dependable... ideal for this use, too.



Mum

TAKES THE ODOR OUT OF
PERSPIRATION

Product of Bristol-Myers

Henry V CONTINUED

Great Poetry Fills Its Scenes



HENRY RALLIES HIS FLAGGING SOLDIERS WHO ARE INVADING FRANCE

*Once more unto the breach, dear friends, once more;
Or close the wall up with our English dead!
... On, on, you noblest English! ...
Be copy now to men of grosser blood,
And teach them how to war. ... The game's afoot:
Follow your spirit and, upon this charge,
Cry "God for Harry! England, and Saint George!"*



BEFORE AGINCOURT KING HENRY MUSES ON THE BURDENS OF HIS RANK

*Upon the king! Let us our lives, our souls,
Our debts, our careful wives,
Our children and our sins lay on the king!
... What infinite heart's ease
Must kings neglect that private men enjoy!
And what have kings that privates have not too,
Save ceremony ... ?*



HENRY PROPOSES MARRIAGE TO THE PRINCESS KATHARINE OF FRANCE

It is not a fashion for the maids in France to kiss before they are married, would she say? ... O Kate! nice customs curtsy to great kings. Dear Kate, you and I cannot be confined within the weak list of a country's fashion. We are the makers of manners, Kate. ... Therefore patiently and yielding (He kisses her). You have witchcraft in your lips, Kate. ...



ALL THE *King's Horses!*

WHAT—no cylinders? No pistons? No driving rods? . . . Yet in a tug-of-war, this Baldwin-built Pennsylvania Railroad locomotive would stampede 6900 horses *backward*.

The locomotive's 6900 turbine shaft horsepower comes from a steam turbine no bigger than your icebox. *But how different!* Super-heated steam blasts into it at 2000 miles an hour. More than a thousand whirling steel blades harness the hurricane, capture the power that drives the wheels.

For the operation of the turbine, Shell scientists perfected a lubricant which turns in a great performance on one of the toughest assignments an oil ever had. Shell Turbo Oil lubricates and cools turbine parts spinning at fabulous speed—

and protects against corrosion under conditions of moisture and heat which, without this protection, are a "natural" for rust.

And with this new accomplishment, Shell Turbo Oil continues a remarkable history. In wartime it went to sea to protect the new high-pressure Navy turbines from the menace of "black rust." On shore it insures efficient operation of hydro-electric turbines, and of steam turbines in electric power plants from Maine to California.

Out of leadership in Research ... a remarkable new Shell Gasoline

Just as Turbo Oil is a Shell original, Shell Research now brings you new lubricants and fuels. For example: the remarkable new Shell gasoline designed to pace the fine new

cars. Even if you can't have a new car right now — you'll find the "next best thing" is a tankful of this new Shell motor fuel. Your motor will prove to you, with your first trial, that new Shell Gasoline is *4 ways better* . . . more power without knock, quicker starting, faster pickup, more mileage! Try a tankful today.





NO HUGE STEAM SHOVELS to help early Pennsylvania Railroad builders! It was pick, shovel and muscle—as you can see from this old photograph.

Working

Since 1846, three generations of Pennsylvania Railroad men and women working together as a team have driven ceaselessly to better transportation for the American people.

Each generation has made its vital contribution, left its mark on the roadbed of progress.

The first generation laid the immense framework, with few exceptions, of the present Pennsylvania System . . . The second double-tracked, triple-tracked, four-tracked—expanded and strengthened it . . . The third generation drove the tunnels under the Hudson River and built the great



Partners

Pennsylvania Station in New York: linked New England with the Pennsylvania Railroad by bridging the East River at Hell Gate. Created the railroad's Atlantic seaboard operation—and, in addition, helped to move the enormous numbers of men and materials that brought victory in World Wars I and II.

Today the fourth and newest generation, united with the third—altogether a working force of 160,000 employees—is not only meeting the day-to-day transportation needs of the American traveler and shipper—but building new locomotives, new cars, new technical equipment to carry on the work of progress so ably started 100 years ago.

**PENNSYLVANIA
RAILROAD**

1846  1946

ONE HUNDRED YEARS OF TRANSPORTATION PROGRESS

Packed with Good Taste!

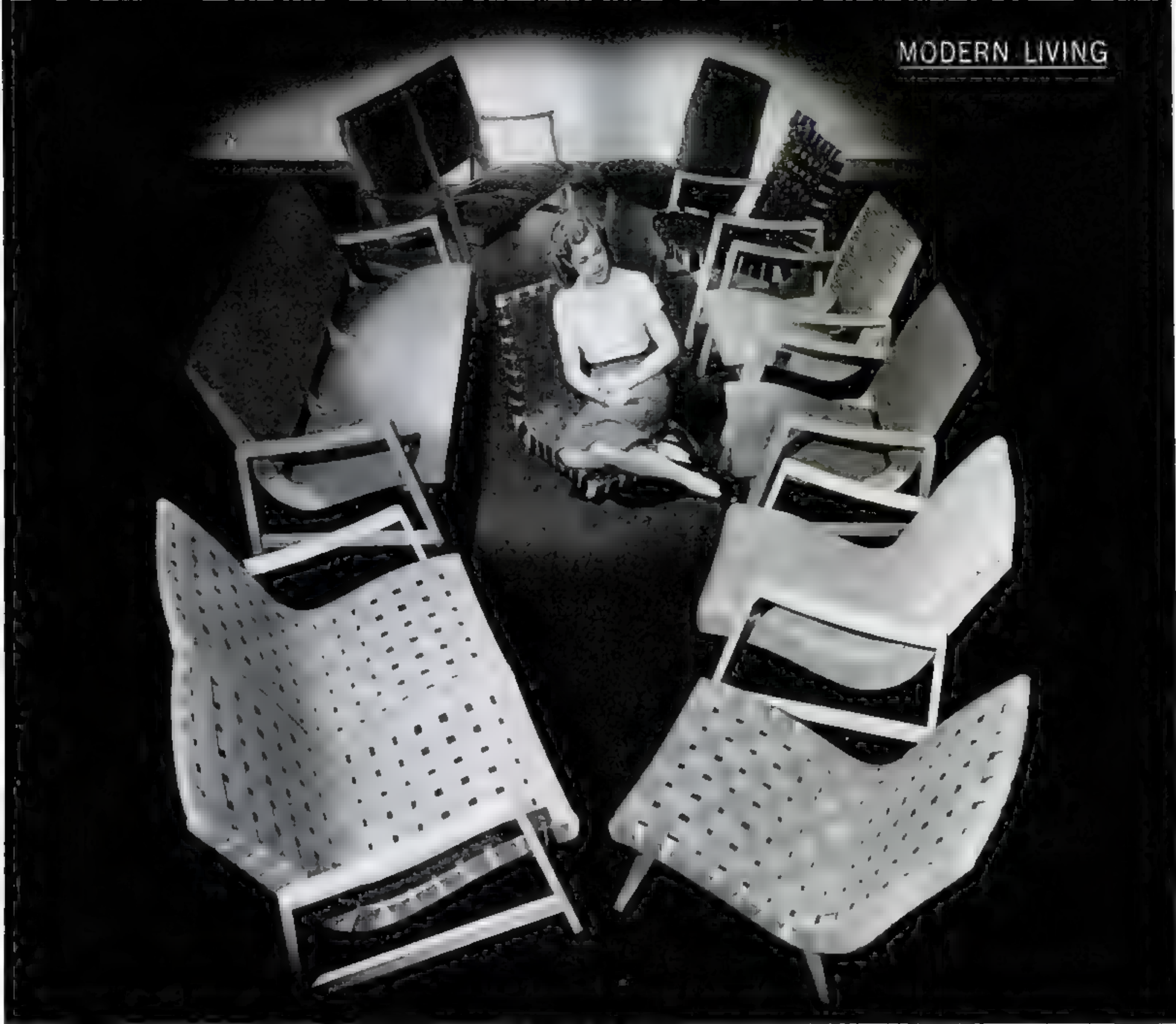


● Found on the smartest executive desks—Teaberry Gum! It's the more delightful way to relax. Nothing else compares with the bracing zest of that mountain-grown teaberry flavor . . . its juicy coolness . . . its deliciously different good taste. All so deftly blended in gum of smoother, finer quality! Get a package of Teaberry today.

CLARK'S TEABERRY GUM

Carry It with You Always

Product of Clark Bros. Chewing Gum Company of Pittsburgh, Penna. © 1946 C.B.C.G. Co.



THESE KNOLL CHAIRS ALL HAVE SAME BASIC SEAT UNIT IN WHICH GIRL IS SITTING ON FLOOR. SUCH STANDARDIZATION SIMPLIFIES MANUFACTURING PROCESS

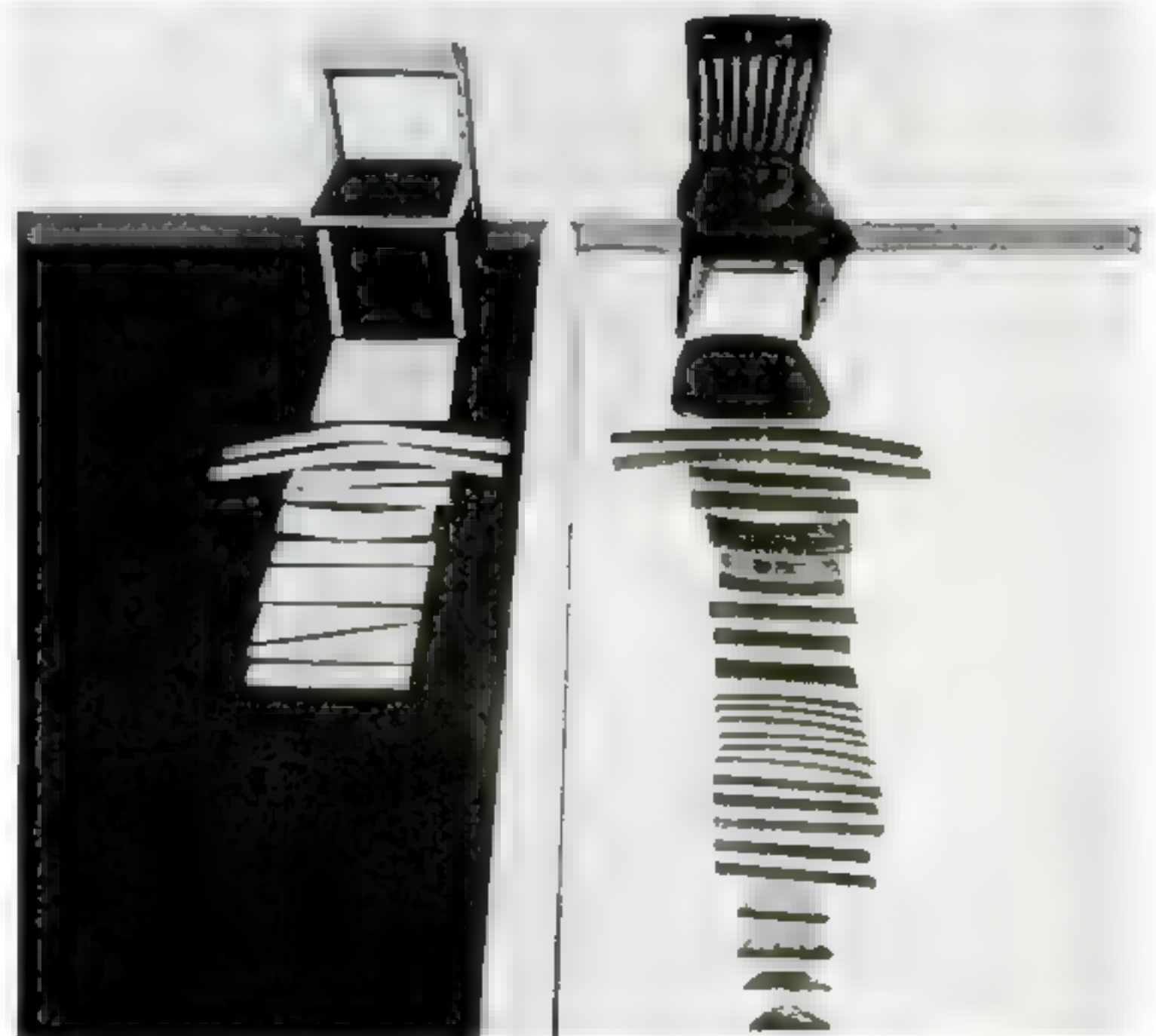
NEW CHAIRS

They are light, form-fitting and easy to produce

Over the next ten years, as Americans gradually get their new homes built, they will furnish more and more of them with a new kind of furniture. The chairs shown here are good examples of this furniture. They are very simple in design, use broad, flowing curves in seats and backs and leave most of the wooden framework exposed. Light in weight, they can easily be picked up and moved about. Although comfortable and form-fitting they are not over-stuffed and are as easy to get out of as into.

These chairs are made by H. G. Knoll Associates whose head, Hans Knoll, feels that the construction of ordinary furniture is unnecessarily complex, involving too many separate pieces and much handwork. Knoll called in a group of architects to design his chairs. They succeeded in eliminating more than half the parts used in an ordinary chair (*right*), simplified or eliminated the usual arrangement of springs. They used foam rubber (*LIFE*, Oct. 1) or resilient webbing in place of cotton stuffing.

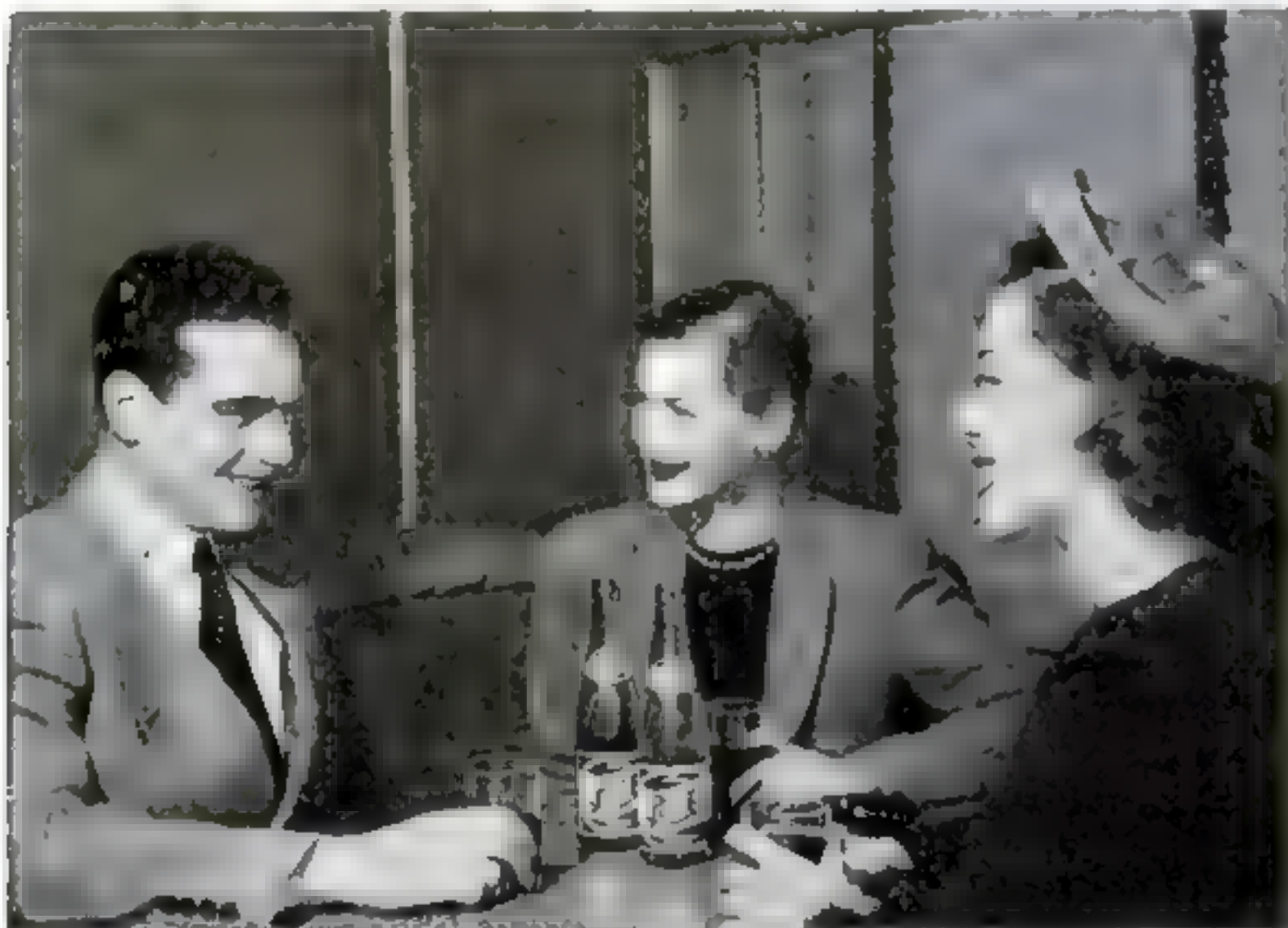
Because of their few parts and great simplicity, Knoll chairs are easy to make and potentially cheaper under mass production than ordinary styles. Since 1940, when the first few Knoll chairs were made, prices have dropped 20% and production has gone up to 2,000 per month. Straight chairs are now selling for \$20; love seats for \$50. To a U. S. almost as short of good, inexpensive furniture as it is of houses they offer hope. For pictures of chairs even more revolutionary in design than those of Hans Knoll, turn the page.



NUMBER OF PIECES in a Knoll straight chair (*left*) compared to a conventional chair are shown here. The conventional chair has 25 pieces, Knoll chair only 11.



Diner. Nothing could be finer than Pepsi in the diner, to judge from the smiles of Helaine Dicks and Bill Cannon. Like more and more young folks all over the country, they've joined the swing to Pepsi, the big drink that hits the spot.



Club Lounge. Solid comfort and a solid drink keep this threesome on the right track for traveling pleasure. Frances Rushmore, Constance Webb and Henry Dunn enjoy themselves and Pepsi-Cola, a track star on any railroad.



Observation Lounge. Here's how! How to travel in style, that is. Ride the crack Broadway Limited of the Pennsylvania Railroad. Accompanied by a pretty girl like Kapy Gardner, you can relax with Pepsi-Cola, as Gordon McDonald does.



CUTAWAY CHAIRS show the simplicity of Knoll armchair (left) over a conventional easy chair of equal price (\$45) and comfort. Knoll chair uses flat zigzag springs and foam rubber instead of cotton stuffing. Conventional chair



EVEN SIMPLER than Knoll chairs is this one made from flat plywood pieces laced together with cord, which forms seat and back. Chair will be manufactured by Northern Plastics, Inc. It can be shipped knocked down in flat carton.



has advantage of padded arms but is approximately 19 pounds heavier, not so durable and also a fine dirt catcher. Like other furniture manufacturers, Knoll is being held back in production by the shortage of lumber and springs.



RESILIENT CHAIR, designed by Architect Charles Eames, is made of molded plywood separated at the joints by chunks of rubber. This makes whole chair flexible, allows girl to rock back and forth, as shown by blurred image.



Rather tangle with an octopus than shave?

DOES YOUR FACE smart after every shave? Do you dread the thought of another workout with your razor? Then you have that combination

typical of husky he-men—wiry whiskers and tender skin. And that can be a setup for torture. But it needn't be, if you know that...



You need a heavier cream to shave a tender skin

MOLLÉ is that heavier cream... a brushless cream that licks the heaviest, toughest beard, and K.O.'s a lighter beard.

Because it's heavier, it not only softens your whiskers, it holds 'em

up straighter—so your razor just floats through 'em!

You shave faster, you shave closer, you shave easier, and you shave painlessly when you use Mollé. Try it. Pronounced "Mo-lay."



IN TUBES OR JARS



TRIXIE, AN "ICE-CAPADES" GIRL, JUGGLES ON ICE LIKE A SEAL BUT LOOKS PRETTIER. STANDING ON ONE HAND, SHE SPINS HOOPS AROUND HER ARM AND LEG

ICE SHOW

NEW KIND OF ENTERTAINMENT DEVELOPS INTO BIG BUSINESS

The ice show as a form of American entertainment officially began ten years ago. It had started on a thousand frozen ponds, where American kids showed off their fancy skating, and had developed in the rinks and sports arenas of large cities where skaters used to perform sometimes between periods of hockey games. In 1936 the first formal ice show emerged as a peculiarly American blend of sport, circus, ballet and vaudeville. Last year the three big ice shows touring the U. S. grossed more than \$12,000,000. Ice shows are now big business.

Originators of the first real ice show were the Shipstad brothers, Eddie and Roy, and their partner, Oscar Johnson. Both families came from Sweden, and the boys grew up as skaters in St. Paul, Minn. In 1936 their first show, the *Ice Follies*, opened in Tulsa, Okla. with 23 skaters who trav-

eled in a bus and made their own costumes by sewing spangles on long underwear. This month the *Follies* is playing in Seattle with a company of 165 and six baggage cars full of glittery costumes. The long-underwear days are over.

Biggest impetus to the business was given by owners of indoor arenas throughout the country who discovered that ice shows could make money between routine sports events. So in 1940 the Arena Managers Association started *Ice-Capades*. Like the *Follies* it tours 11 months every year. A third big show starring Sonja Henie makes a shorter tour to five major cities. Because these troupers never play in theaters, they regard the big year-round ice revue at New York's Center Theater as an almost hothouse variety of ice show.

At a time when the public is glutted with words,

spoken and written, ice shows may owe their curious appeal to the fact that they are almost wordless entertainment. Audiences are lulled into a happy trance by the rhythmic gliding and are stimulated by daredevil stunts or comedians' antics. For many people ice shows provide the only touch of living pageantry they ever see.

Ice shows are aimed at family trade and a family atmosphere prevails among their performers. About 70% of them are girls, many as young as 16. Recruited from all over the country, most of the girls have won local championships and are more interested in sports than show business. They often marry hockey players.

In the following pictures, taken by Bradley Smith, LIFE shows the ingredients that go into this new phenomenon of the entertainment world.



"FANTASIE IN GOLD" is one of the big glittery spectacles that typify the *Ice Follies*. On their sleeves the gold-clad nymphs of the ice wear tricky, transparent

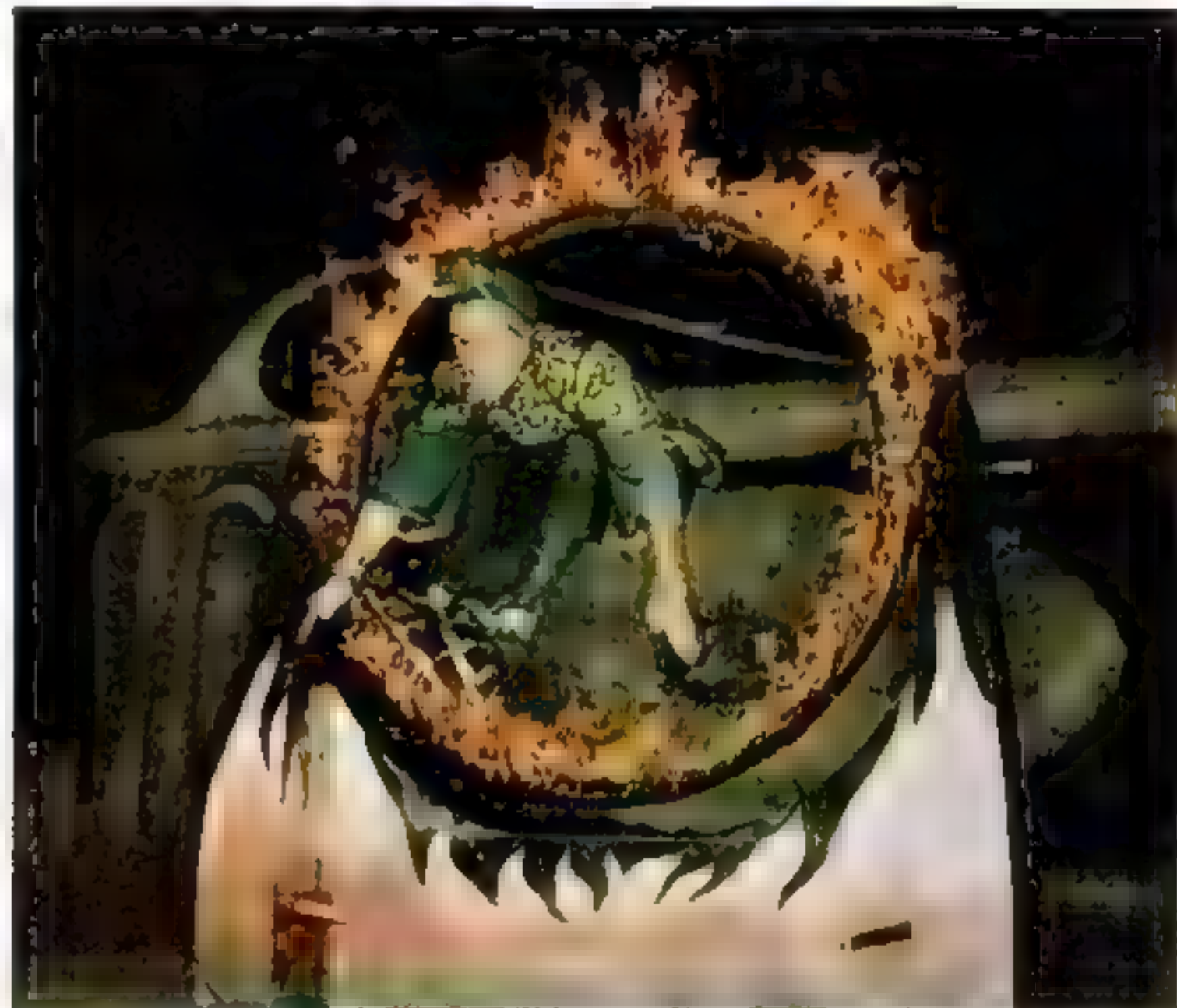
fans which open up when nymphs bend their arms. The two principal skaters, Betty Schalow and Marshall Beard, help give the spectacle a necessary dash of sex appeal.

CONTINUED ON NEXT PAGE

STAINED BY A RAINBOW OF COLORED LIGHTS, "ICE-CAPADE" GIRLS PERFORM THE OLD FAN-DANCE ROUTINE WITH ACRES OF FLUTTERING, FROTHY FEATHERS. SOME



FOR CHILDREN every ice show has acts like this Lullaby number from *Ice-Capades* where two ice-skating midgets, Chuckie Stein and Gerry Chaney, play with giant toys.

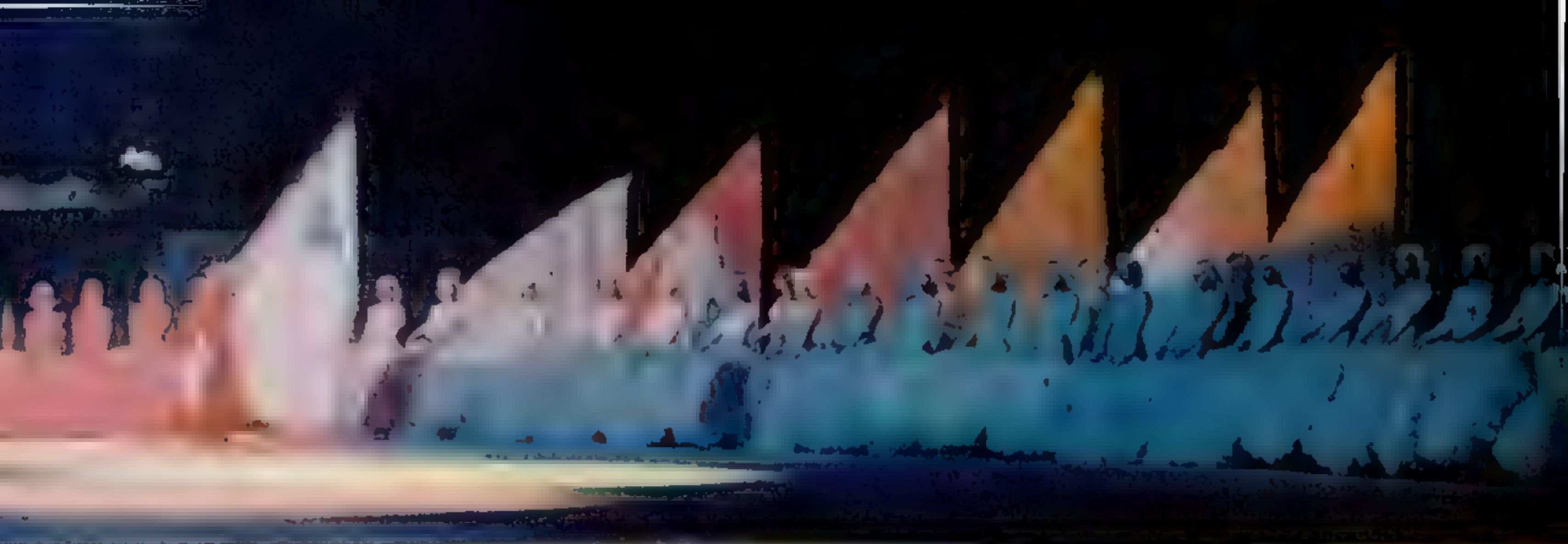


FOR THRILLS, Harris Legg, Canadian speed skater with *Ice Follies*, leaps through two revolving hoops of fire. Legg often gets angered when he jumps too high or too low.



"NOCTURNE," called "a celestial ballet," is the opening number of the *Ice Follies*. Girls ride around like goddesses on huge illuminated crescents, propelled by electric

motors. Because an ice show in an arena can have no real scenery, spectacular effects are obtained by use of elaborate lighting and portable props like these candelabra of stars.



GIRLS ARE RIGGED UP AS SAILBOATS, GLIDE ROUND AND ROUND TO DREAMY MUSIC. ICE-SHOW ADDICTS ARE PLEASANTLY MESMERIZED BY THESE FANCY GOINGS-ON



GRAND-SCALE PAGEENTRY is achieved in the *Ice-Capades'* Scheherazade ballet, wherein 125 skaters swirl madly to Rimsky Korsakoff's oriental music. When the

lights are turned off, the skaters' costumes, which are chemically treated, glow like glorified watch dials. Luminous numbers like this are standard feature of every ice show.

CONTINUED ON NEXT PAGE



"SCANDINAVIAN CHRISTMAS" (above) is the big luminous number from the *Follies*. Costumes shine like Christmas trees when the lights are dimmed. It features the young Thomas twins, Mary and Jane (center), whose mother is an *Ice Capades* star.

FLASHY COSTUMES (below), like these which cost \$3,000 in the *Star Line* act, are partly what customers pay to see. Included here around king of the musical *Donna Atwood* and *Baby Spectra*, star skaters, who seem to be waving to the audience.

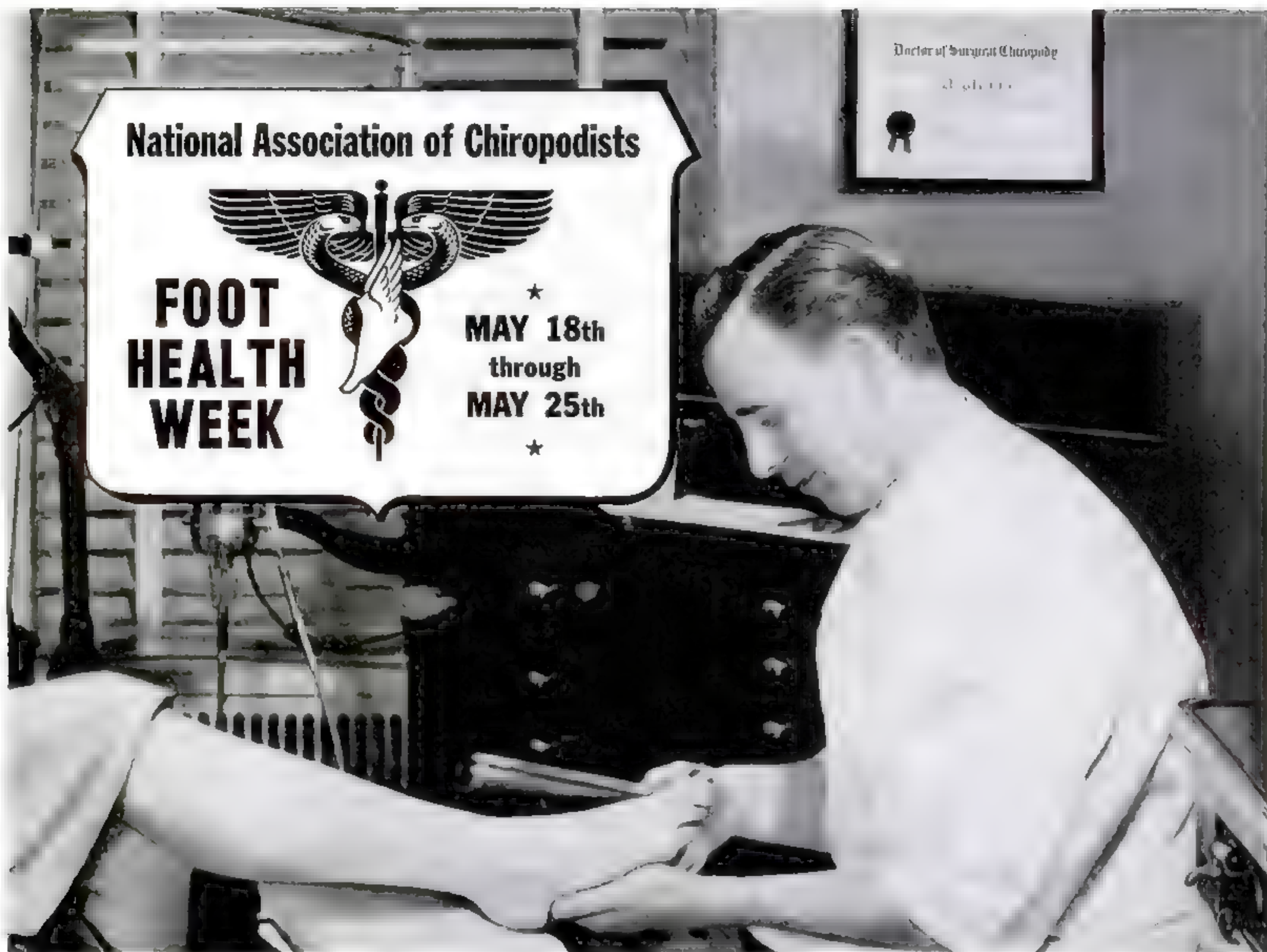




FOR A CLOSER LOOK (above) at a *Follies* girl, a Swiss comedian named Frick apparently defies gravity. Circling around Rita Peake on skates, Frick is prevented from falling only by centrifugal force. Sexy poses like this are very rare in ice shows.

AUDIENCE PARTICIPATION (below) is a vital ingredient of ice shows. Here in an *Ice-Capades* burlesque skating act, Mary Bohland is whirled almost into the laps of Boston spectators. Girls in audience sometimes get kissed by performers.





Chiropodists find 7 OUT OF 10 PERSONS HAVE FOOT AILMENTS which may become serious if neglected

SURVEYS reveal the important need for more attention to the feet; 70% of all persons in the United States have some foot ailment . . . 7 out of 10 adults are infected with "Athlete's Foot", the epidemic disease of the feet . . . 75% of school children have foot defects . . . and millions of people are wearing ill-fitting and incorrect types of shoes and hose . . .

Yet healthy feet are the foundation of good health—when you have a foot ailment, your entire health and efficiency are impaired. Proper footwear and daily foot care are essential.

Foot ills do not usually correct themselves, they get worse without treatment . . . foot disorders that are started in childhood are often found to cause lifelong suffering and disability.

To help prevent foot troubles, every member of the family should see a Chiropodist (sometimes called a Podiatrist) regularly. He is the specialist in care of the feet; choose a family Chiropodist just as you choose a family physician and dentist . . .

Each year Chiropodists administer millions of treatments, helping people to be healthier, happier, more efficient in their work, to get more enjoyment out of spare time and recreation. Seek treatment early for foot ailments to prevent them from reaching the serious stage.

Your Chiropodist will prescribe correct shoes, advise proper foot hygiene and recommend helpful foot exercises. *Visit a Chiropodist during Foot Health Week—and regularly.*

FOR HEALTHY FEET— RULES OF FOOT CARE

- 1 VISIT A CHIROPODIST REGULARLY.
- 2 Follow his advice about adult's and children's shoes.
- 3 See him about "Athlete's Foot" (for daily hygiene, use a fungicidal powder on feet and in shoes).

NATIONAL ASSOCIATION OF CHIROPODISTS—WASHINGTON 10, D. C.



WITH MANHATTAN A DIZZY DISTANCE BELOW, STEEPLEJACK WORKS ON EMPIRE STATE TOWER. EVEN HARDENED STEEPLEJACKS GET VERTIGO, "FREEZE" TO TOWER

TELEVISION TOWER

Workers high above New York City
add to the world's tallest building

For two weeks radio engineers and steeplejacks worked at vertigo-making heights over Manhattan to add 61 feet to the 1,250-foot-tall Empire State Building. When they finished last week, they had installed a new antenna for NBC's television station, WNBC. With the new antenna, which serves television and frequency modulation, NBC hopes to add both range, which is now approximately 50 miles, and clarity to their pictures, which are now often blurry. It also gives a real use to the Empire

State Tower which, designed as a mooring mast for dirigibles, proved utterly useless as an aerial anchor. Over the new apparatus NBC is sending television's first regularly sponsored weekly show, a one-hour variety program called *Hour Glass*.

To show LIFE readers how midtown New York looks to a steeplejack if he bothers to look down from $\frac{1}{4}$ mile up. Photographer Werner Wolf had himself hoisted in a bosun's chair over the workers' heads and took the stomach-turning picture above.

Reaches neglected teeth



Bent like a dentist's mirror
to reach more places

**SQUIBB
ANGLE**
TOOTHBRUSH

EVEN SOME VERY CAREFUL PEOPLE skip teeth that need cleaning—because their brushes can't easily get at every tooth. The Squibb Angle Toothbrush was scientifically designed to reach those teeth that usually are neglected. The moment you first put this new, improved toothbrush in your mouth you'll catch on to its secret. The *angle* does it. The Squibb Angle Toothbrush was developed by a practicing dentist after years of study of tooth-cleaning problems. It costs no more than other brushes. It's a joy to use. Your choice of hard or medium bristles.

Listen to Academy Award Theatre every Saturday 7 P.M., E.D.S.T. — CBS Network

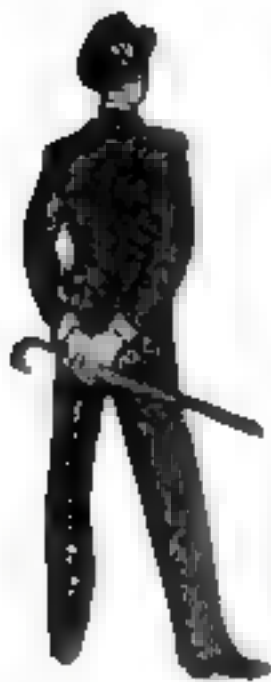
SQUIBB *A name you can trust*

Television Tower CONTINUED



SHOOTING PICTURE in a strong wind, photographer (arrow) is hoisted aloft in bosun's chair. Next day a steeplejack went to the tip of the antenna. This telescopic photograph was taken from a building eight blocks away.

Sir Archie sizes up the AMERICAN GIRL



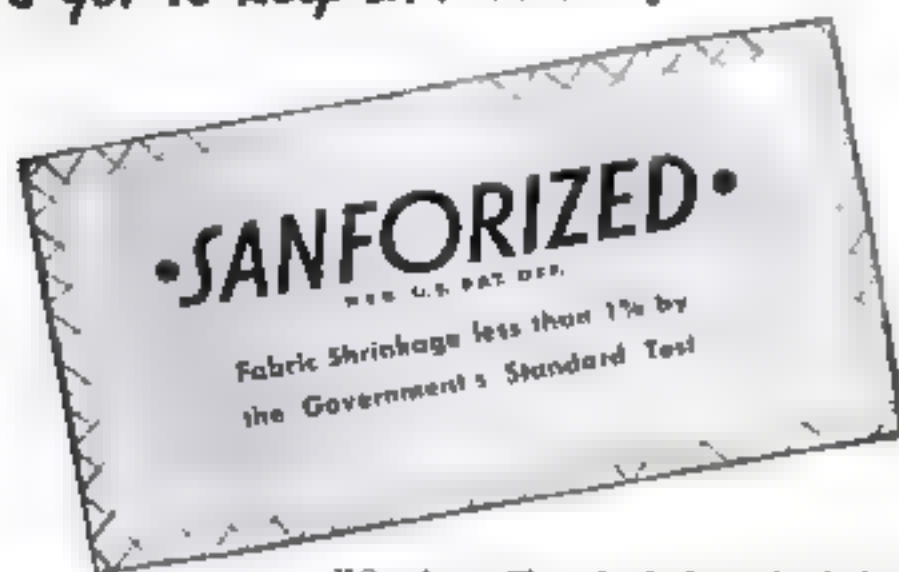
"Ripping country, America! Everything's simply ripping—even the frock on that pretty young thing boarding the tram. Haw! But I mean to say, *frightfully snug*, eh? Don't these clevah American girls know that they should always look for the 'Sanforized' label? A 'Sanforized' frock would *nevah* have diminished in that ghastly fashion!



"Oh, I say. That's an int'restin' sight! She must be attending a mahsquerade as Mother Hubbard. Allowing for shrinkage? Utterly absurd! Jove, I thought the women of America jolly well knew that a 'Sanforized' frock *retains* its original fit; makes it absolutely unecess'ry to allow for shrinkage!



To keep on looking smart
—it's got to keep on **FITTING!**



"Sanforized" ... checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark.

Cluett, Peabody & Co., Inc.



"**Positively extrawd'n'ry!** Such beauty of line! Reminds me, m'deah—that charmin' frock enhances your *own* architecture. It's been tubbed a million times, you say? Quaint exaggeration, of course. Still, with an amazin' 'Sanforized' frock like that, you *could* tub it a million times, and it would keep that truly mahvelous fit!"



IN THE CLINIC relaxation is taught to a group of stutterers. Because they are tense and nervous by nature, they find relaxing difficult. Here they sit in special chairs that make them lean back.

SCIENCE

STUTTERERS

New York clinic teaches them how to relax

Stuttering is a widespread nervous disorder that begins early in life, usually before the age of 6. Young stutterers are at first unaware that they talk differently from other children. The brief hesitations in their speech are noticeable enough, however, to make other people laugh. In time stutterers become acutely self-conscious. Anxieties build up about meeting people. They learn little tricks which seem to help, such as making last-minute substitutions of one word for another, rehearsing what they are going to say, making strange faces. Such tricks often become habitual. Life for stutterers becomes hopelessly complex, their speech an agony. There are more than 1,300,000 stutterers in the U.S. Many of them find the friendships and dates of normal life impossible. Some have great difficulty in keeping a job.

New York City's National Hospital for Speech Disorders, shown here, is one of comparatively few places where stutterers can go to be treated for their painful disability. More stutterers come together here than in any other place in the world. National Hospital treats speech disorders both as physical and mental disabilities. In stuttering cases its main approaches are 1) to break down the stored-up tension of stutterers by teaching them how to relax and 2) to remove the underlying causes of these disorders by psychiatry.

The private lives of the stutterers have curious anomalies. They can talk when they are alone, stutter only when someone else appears. The easiest thing for them to do is to talk to people to whom they feel superior. The hardest is to say their own name or answer the telephone.





COORDINATION of a stutterer is tested by Dr. James S. Greene, founder and director of hospital. Stutterers are awkward in many ways besides speech.



MOTHER'S NAME CHILDREN ARE TAKEN TO CORRECT THAN ADULTS



HER FACE IN THE EFFORT TO TALK. GIRLS STUTTER LESS THAN BOYS

CONTINUED ON NEXT PAGE

LESS CARE

...Yet, My Floors Stay Beautiful Longer!

Housewives everywhere find Self-Polishing Simoniz a wonderful work-saver. Just minutes to apply with a cloth or mop applicator... no rubbing, no buffing. Then floors clean up sparkling with a damp cloth.

And gay colors "show through" radiantly beautiful... because Self-Polishing Simoniz on floors is crystal-clear. It's the same longer lasting beauty that makes Simoniz so famous for cars. Try Self-Polishing Simoniz today.



SHINES AS IT DRIES



Self-Polishing Simoniz is sold by grocery, hardware, drug, paint, 5 cents to \$1, auto accessory and department stores.

THE SIMONIZ COMPANY, CHICAGO 16, ILLINOIS

Recognized for over thirty years as authorities on preservation of fine finishes

FOR LINOLEUM, ASPHALT AND RUBBER TILE, AND FINISHED WOOD FLOORS



Van Raalte

GLOVES • UNDERTHINGS • STOCKINGS

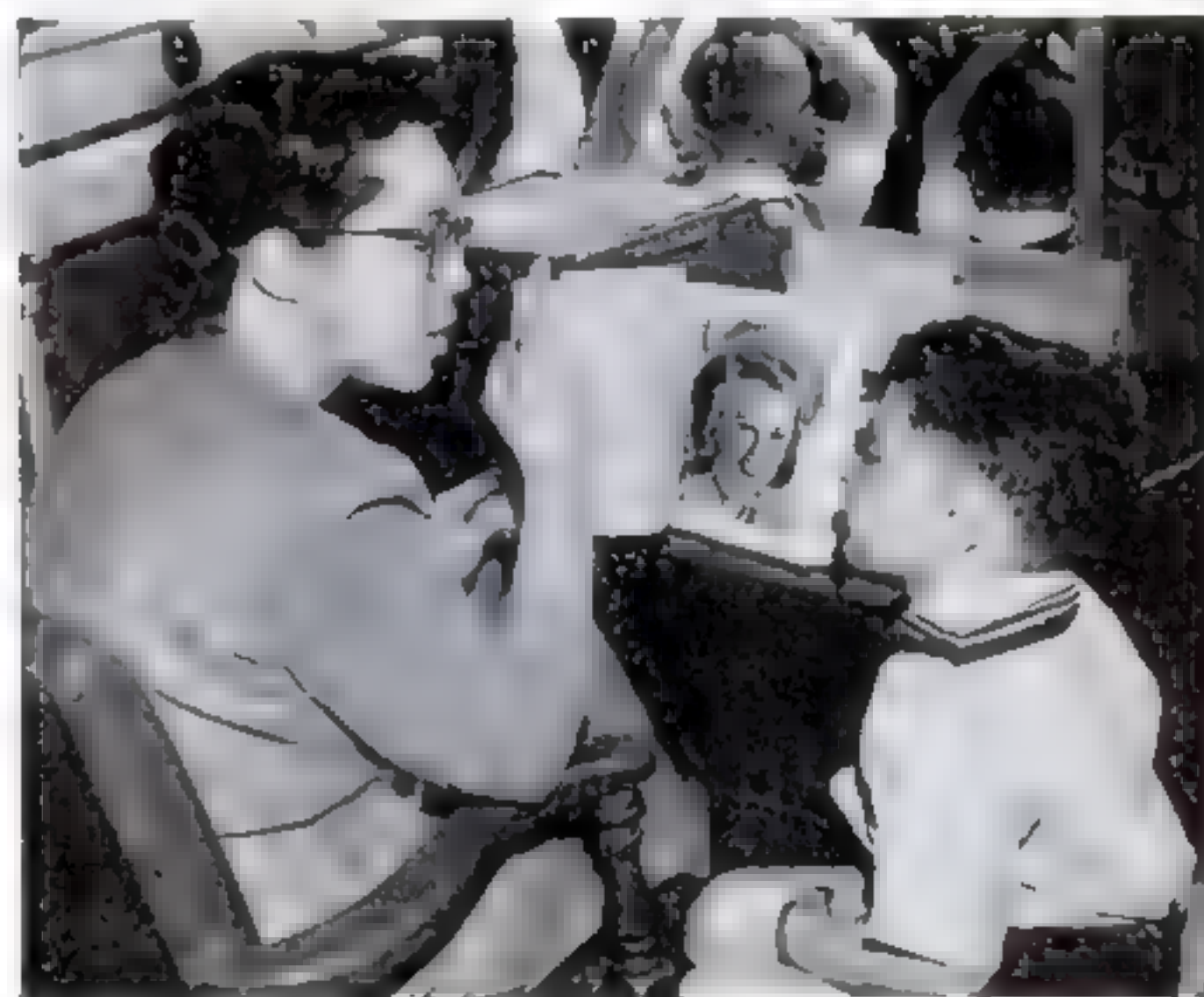
"BECAUSE YOU LOVE NICE THINGS"



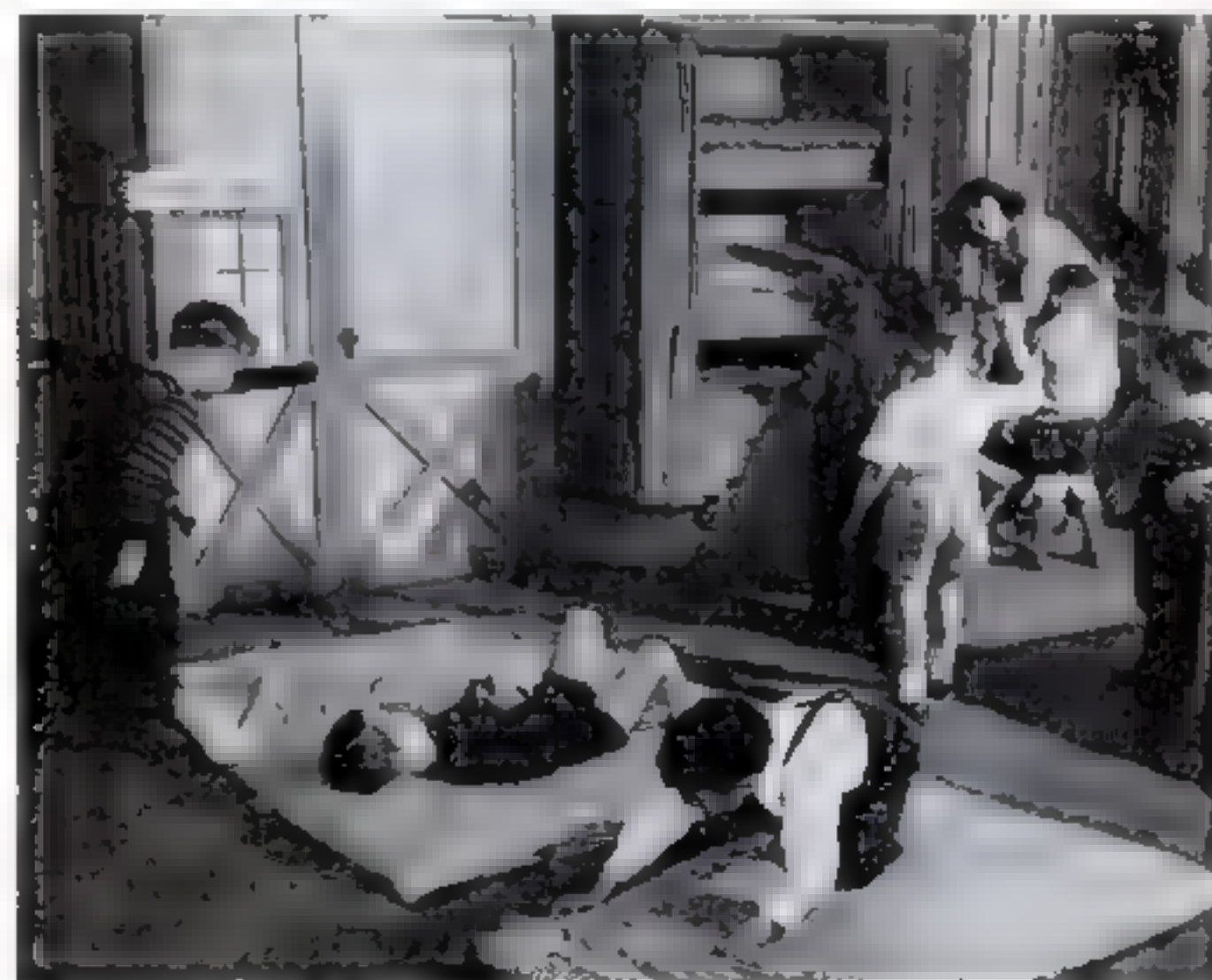
Stutterers CONTINUED



PLAYING STORE in hospital kindergarten, young stutterer at left walks in slow motion, pretending she is in "Slow-Easy Land." Game helps her relax.



READING ALOUD with a teacher helps a child overcome his stuttering habits. Teacher carefully sets child at ease so he is able to forget his stuttering.



IN RELAXATION PERIOD mattresses are laid out for the children. The kindergarten tries in this way to counteract tension set up in child's home.



both are "flavor-aged" to the peak of taste perfection

Let big, juicy strawberries ripen slowly on the plant and you taste their luscious flavor at its best. And slow "flavor-aging"—blending rich Jamaica ginger and other choice ingredients and aging them for months—gives Clicquot Club, the quality ginger ale, its delicious rich, full flavor . . . "over 50 years a favorite."

Clicquot Club
the "flavor-aged" ginger ale



Cotton will grow in **COLORS** on this Plantation ...because of Men Who Plan beyond Tomorrow



NEWEST TRIUMPH OF PLANT CHEMISTRY is a way to inject color into the roots of cotton plants. As the cotton matures, the fibres are already "dyed" the desired shade. Any color wanted may be used, and the result is fade-proof, run-proof, true-color cotton ready for weaving. Note too, on this cotton field of Tomorrow, the mechanical picker—for many years a dream—today a reality.

* * *

ANOTHER triumph is Seagram's V.O. Canadian, the imported whisky planned six years and more ago by men who blended and set aside the choicest of Canada's fine whiskies. Very light, very *clean*, very much the whisky of choice Tonight or Tomorrow. Remember: Seagram's V.O. has a taste distinctly its own... You won't find its like in any other bottle. It's Canadian whisky at its glorious best!

This Whisky Is Six Years Old—86.8 Proof. Seagram-Distillers Corporation, N. Y.



Seagram's V.O. CANADIAN

CANADIAN WHISKY—A BLEND....OF RARE SELECTED WHISKIES



A 1936 MAINBOCHER GOWN STILL IS ELEGANT ON MRS. JULIEN CHAQUENEAU

NEW BUT AGELESS IS THIS 1945 CREATION BY MAINBOCHER WHICH COSTS \$610

THE "CHEAPEST" DRESSMAKER

Mainbocher says his dresses are inexpensive even at \$600 because his customers wear them for years

At Mainbocher Inc. on New York's 57th Street, the rock-bottom price for a simple black dress is \$295 and for a blouse, \$165. Despite these prices Mainbocher calls himself the "most inexpensive dressmaker in the country." He defends this paradox by explaining that elegance is so irrevocably sewn into his clothes that, unless a woman changes her shape, they can be worn with aplomb for many years. These pictures show some famously well-dressed American women wearing Mainbocher clothes they bought five to ten years ago.

Mainbocher is the telescoped name of Main R. Bocher, a Chicago boy who went to Paris with the AEF in 1917 and stayed to become an editor of *French Vogue* and a leading Parisian designer. In

1939 he closed his French establishment, returned to the U.S. and in 1940 opened the only dressmaking salon in the country run like a French *couture* house. He has, on several occasions, caused slight flurries in the fashion world, notably when he launched the small, tight-waisted corset in 1939 and made blue fashionable for wedding gowns with the dress he designed for the Duchess of Windsor. His forte, however, is designing clothes which are well-bred, superbly sewn and disarmingly simple.

His clientele is a mixture of successful actresses and wealthy women from 30 to 60 years old. To be accepted as a Mainbocher customer is in itself something of an achievement. If a woman unknown to the office enters the salon, a black-

gowned receptionist with a French accent politely requests her name and address. She sees no clothes but is told that an invitation will be sent to her to view the collection. This stalling tactic is necessary to keep out the snoopers who want to steal ideas. If the checkup proves she is bona fide and has a good credit rating, an invitation is sent.

Mainbocher boasts that he spends more time discouraging women from buying the wrong things than in selling them the right ones. Most of his customers buy about six outfits a year at a total cost of about \$2,500. His prices sometimes shock women, but men who are accustomed to buying the best custom-made suits and wearing them for years are more tolerant of Mainbocher's assertion that his dresses are bargains, even when they cost \$600.

THE SHAVE IS BETTER WHEN THE LATHER STAYS WETTER

Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather will dry out on your face—give you a shave that stings and burns. What you want is a rich creamy **EXTRA MOIST** lather...the lather you get with Lifebuoy Shaving Cream...a lather that **STAYS MOIST** and keeps your beard soft and wet the whole shave through.

Get Lifebuoy Shaving Cream for **CLEANER, SMOOTHER** shaves—even with cold water or a used blade.

*Try Lifebuoy's
Stay-Moist Lather*



The "Cheapest" Dressmaker CONTINUED

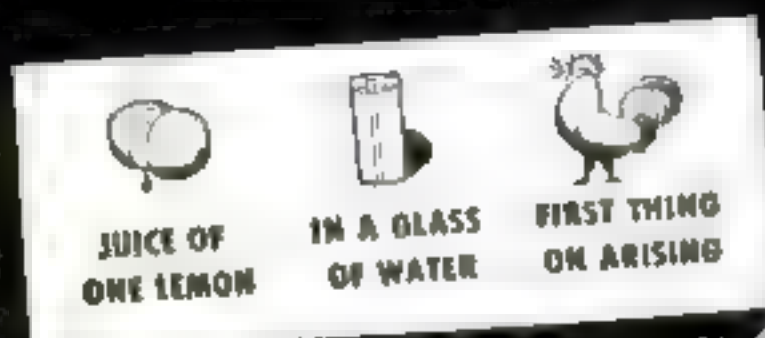


GILET for \$186, shown in the spring 1946 collection, is made of fine Swiss embroidered organdy. The delicate, painstaking handwork is its great virtue.



HELEN HAYES bought this flowered satin Mainbocher dress in Paris in 1939. Her husband, Charles MacArthur, still considers it one of his favorites.

Millions solve
Laxative problem
this
healthful way:



Lemon and water, when taken first thing on arising, makes harsh laxatives entirely unnecessary for most people. This natural fruit drink—simply the juice of a lemon in a glass of water—is all that most people need to insure prompt, gentle, normal elimination. And unlike harsh laxatives, which irritate the system and impair nutrition, lemon and water is good for you!

Millions Take Lemons for Health
Lemons are among the richest sources

of vitamin C, which restores energy, helps you resist colds and infection. They supply valuable amounts of B₁ and P. They alkalize. They aid appetite and digestion. National surveys show 10,500,000 Americans now take lemon and water as a regulator or health builder.

Not sharp or sour, lemon and water has only enough tang to be refreshing: clears the mouth, wakes you up. Try it for 10 mornings, first thing on arising.



Keep regular the healthful way!

LEMON and WATER
—first thing on arising



PRINT DRESS FOR \$565 comes with jacket. Since print is an exclusive Mainbocher design, knowledgeable women immediately know it costs a lot.



ANNABELLA (seated) and Mrs. John C. Wilson each paid about \$400 for those Mainbocher dresses made about five years ago. They still wear them.

CONTINUED ON NEXT PAGE

KAYWOODIE

grew up with America

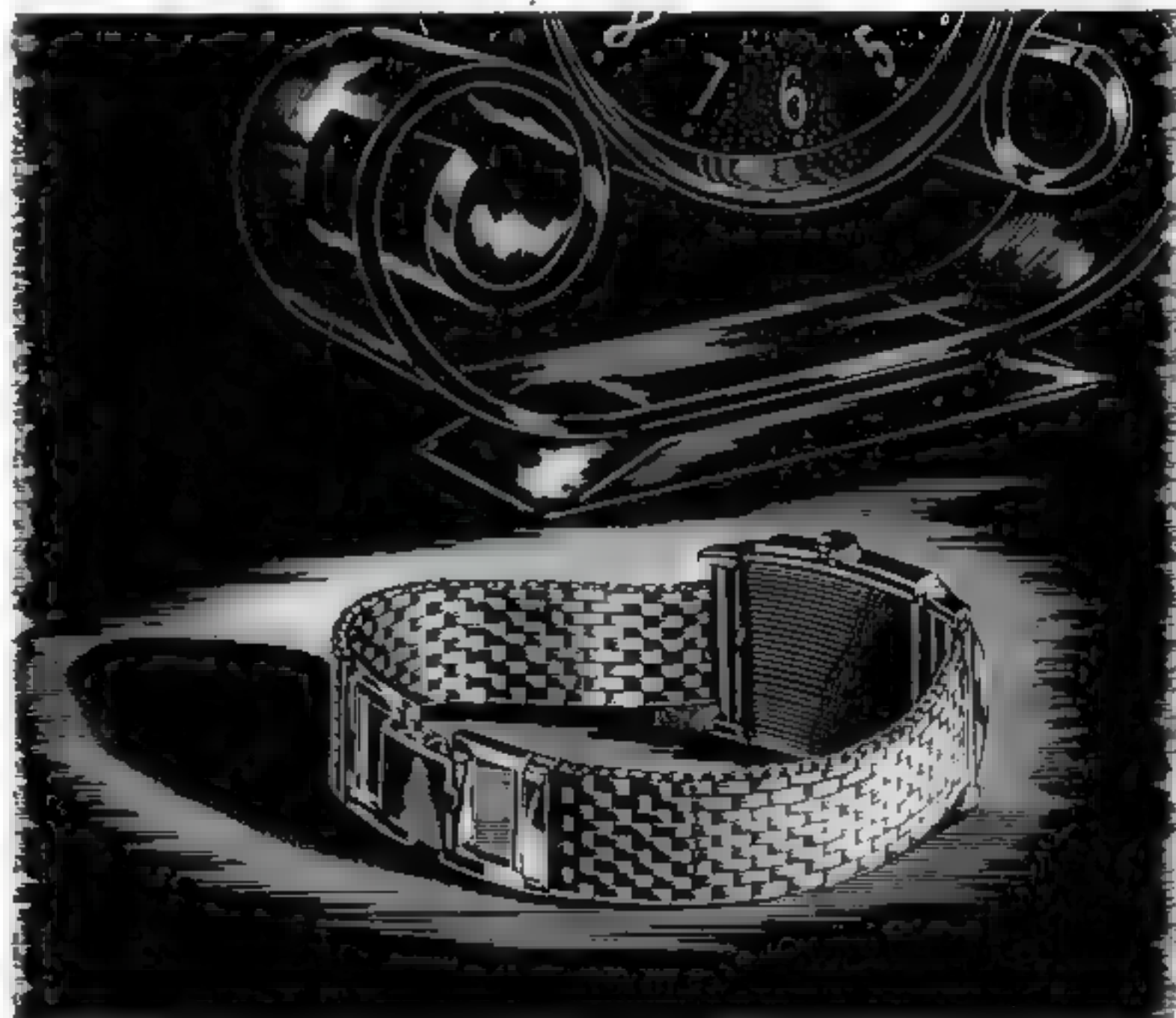
Kaywoodie is an American institution. Rendering pipe-enjoyment to men who appreciate the best, was the aim of our founders, when they started in 1851. It is our aim today, 95 years later, with every modern development at our command. You will see the precision, care and quality with which Kaywoodie Pipes are made, by examining them at dealers; \$3.50 to \$25. Kaywoodie Company, New York and London.



Super Grain
"Full Bent"
\$5

Winning new friends every year since 1851

The Erie Canal First conceived in Revolutionary War days when the Allegheny Mountains were a barrier to transportation—the Canal carried enormous traffic until 1851 when Great West was completed to Lake Erie. In 1851 the originators of the Kaywoodie Company began the manufacture of pipes.



NEVER BEFORE AT THIS PRICE!

Basketweave watch bands for men—formerly available only in 14 kt. solid gold at \$85—now gold-finished in enduring Kreisler quality, at this amazingly low price. At fine stores. \$12.50 plus Fed. tax.

Jacques Kreisler

Creators of Watch Bands and Fashion Jewelry for Men and Women



IN MAINBOCHER SALON models display gowns in current collection every afternoon at 3. Audience is usually small, seldom exceeds five persons.



FITTING ROOMS, large and mirrored, are occupied on hourly schedules from 10 to 5. Customers usually come in for two fittings at weekly intervals.



MAINBOCHER works out his designs with fabrics and models at his workshop, likes to sketch late in bed. Someday he hopes to reopen his Paris salon.

*You can always
Trust
this Trade-Mark...
found only on
Genuine*

Maiden Form

TRADE MARK REG. U. S. PAT. OFF.
BRASSIERES

If you can't find your style
at first, try again! Dealers receive supplies
monthly. Send for free folders: Maiden Form
Brassiere Co., Inc., New York 16.

... "There is a Maiden Form for Every Type of Figure!"



GENUINE
Orange Blossom

Lovely, traditional Orange Blossom Rings skillfully hand wrought
by Traub craftsmen in heartwarming circlets of precious metals.
Preferred for generations by those who recognize superior quality
—shown with pride by better jewelers everywhere.

Orange Blossom prices begin at \$9.00 for Wedding Rings, \$75.00 for
Engagement Rings, including tax. Write for illustrated folder.



TRAUB MANUFACTURING CO., 1940 McGRAW, DETROIT - 8, MICH.

YOU'RE RIGHT
IN LIKING
Meat

*because it contains so many
things that are good for you*



Meat is a good source of protein, iron, and other nutrients. It is also a good source of fat, which is essential for energy and health. Meat is a versatile ingredient that can be used in a variety of dishes.

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This Spring was three years coming

STRANGE HOW THEY HURT...those other springs.

When I'd turn my face away from the street carts of daffodils—close the blinds against the May stars—because I couldn't bear them without Bill.

But, from this spring on, I won't be alone any more. The dreams, curled tightly as young oaks in my heart, can begin to unfold in the perfect sunshine. Again, there is time in the world.

Time for a real wedding, in a candlelit church banked with lilacs. Time to drive slowly along little byways, looking for the perfect place to build our house. Time to gather the International Sterling I'd always

wanted but never got, because other girls needed it first.

It's my turn, now.

What fun Bill and I had planning this in letters that spanned the miles! Testing each other that only the finest solid silver was good enough to be *our* family silver. Deciding which of all the lovely International patterns would look best on great grandmother's Duncan Phyfe table...

Dreams end is near now... only a few blocks away. For then I'll lead Bill into our jeweler's... and let him see how beautiful our International pattern really is. Keeping faith with promises we made in the dark days... the best, ever after.

If you're going to be a summer bride, plan your Sterling silver now. And make your choice International Sterling... finest solid silver, your proudest lifetime possession.

Ask your jeweler to show you the best designed International patterns, with their rich depth of detail, their perfect balance, their air of luxury and character.

Your jeweler will gladly keep your choice on record, and help friends and relatives select pieces in your pattern without duplication.

TUNE IN to *The Adventures of Ozie and Harriet* Sunday evenings, 6:00 p.m., D.S.T., Columbia Broadcasting System.

Copyright 1946, International Silver Company, Meriden, Conn.





A RED BEARDED VILLAGE CHIEF IN A REMOTE IRANIAN MOUNTAIN SETTLEMENT TRIES IN VAIN TO COAX HIS STUBBORN CAMEL AWAY FROM THE COMMUNITY WATER HOLE

IRAN

Two worlds collide in a rich and troubled land

PHOTOGRAPHS FOR LIFE BY DAVID D. DUNCAN

The sparse and ancient land of Iran has long been for the world and its own people a land of trouble. Today, in the postwar's greatest international crisis, Iran's troubles once more affect the world. They hang over the United Nations, threatening darkly to disrupt the organization in which lies a hope of world peace. As Russia opposed the rest of the Security Council, it seemed that this 628,000 square miles might, like a new Serbia, be the starting place of another world war.

Iran's central location, straddling two continents, has made her the crossroad for great migrations of peoples and the meeting place for rival civilizations. Great divergences of nature have

given her the semitropical province of Mazanderan, the icy Elburz Mountains, waterless plateaus and the Kavir Desert, one of the most barren areas on earth. Then, as an awesome geological jest, she was gifted with some of the world's richest oil deposits. Few of Iran's more than 10,000,000 people are concerned with the oil, from which their government gets huge revenues and they get little benefit. Like the ancient character above, the people of Iran were more concerned with less transitory problems. To this patriarch all Iran's troubles came down to the fact that his camel was drinking too much of the village's water supply and none of his pleas could stop it.



PAHLAVI OF IRAN, 26 YEARS OLD, NO LONGER TAKES ACTIVE PART IN COUNTRY'S POLITICS

POLITICS ARE STORMY

The troubles that the Russian-Iranian dispute summoned up in the United Nations Security Council during the past seven weeks were made doubly confusing by the stormy state of Iran's internal politics. The political maneuvering there was reflected in the contradictions between statements from the U.N. delegate in New York and those made by the Prime Minister in Teheran, Iran's capital. For decades, though Iran's political faces and even its shahs changed, the country was controlled by a few rich, ultraconservative landowners. But by the time Russia and Iran had signed their oil agreement and the Russians were moving out of Iran, as shown by the exclusive LIFE photographs at right, the left-wing, Communist-backed parties were gaining political ascendancy.

The most important political party in Iran is now the pro-Russian Tudeh (People's) party. Tudeh, which before 1941 was scattered, spineless and without direction, is now so strong that it balked attempts to keep the parliament, which had a right-wing majority, in office for another three months before new elections were held. The new Prime Minister, Ahmed Chavam, who has become the strong man of Iran, was given credit for making the arrangement with the Russians and also for contriving to bring back into the central government the rebellious Azerbaijan separatists in the north, who wanted to form their own state. A middle-of-the-roader, Chavam has been supported by Tudeh. Tudeh is led by the secretary of its executive committee, Irej Iskendari, a rich landowner, who was once imprisoned by the ex-shah for being a Communist. It is now busy organizing the country's small but strategically placed poor working class into trade unions and further cementing its already strong Russian ties.



ONE WEEK AFTER HE SIGNED TREATY GIVING RUSSIANS OIL RIGHTS IN NORTHERN IRAN, WHILE RUSSIAN DIPLOMATS FEASTED (TOP), RUSSIAN TROOPS WERE PULLING OUT OF IRAN.



PRIME MINISTER Ahmed Chavam is Iran's strong man. He has been making deals with Russians and Azerbaijan separatists and has support of left and right.



LEFT-WING LEADER is Irej Iskendari, secretary of Tudeh (People's) party, which has Russian support and is allied with the Azerbaijan "Democratic party."



PRIME MINISTER GHAVAM HOLDS AN ORNATE LUNCHEON AT FOREIGN MINISTRY TO HONOR SOVIET AMBASSADOR IVAN SANDCHIKOV. THERE WERE ALMOST AS MANY WAITERS AS GUESTS
 HERE "LIFE'S" PHOTOGRAPHER CATCHES THEM LOADING TANKS, MATERIEL AND TROOPS ON FLATCARS AT STATION SOUTH OF RUSSIAN BAKU, JUST BELOW SOVIET-AZERBAIJAN FRONTIER





BRICKMAKER sets bricks out to dry near caves where poor live outside Teheran (background). His son, who is

also his helper, looks on. Men like these earn 20 rials (62¢) on good day, much less than average daily cost of living.



POLITICAL CROWD listening to Tudeh party speaker is watched by worker's wife, still wearing ancient dress



UPPER CLASS, represented by family group in home of Colonel Hassen Amini, wears Western clothes, educates

its children in Europe or the U. S., speaks mostly French or English and seldom visits landholdings outside city.

OLD TEHERAN FACES THE NEW

The thin veneer of modernity which ambitious Reza Shah, father of Iran's present ruler, daubed onto his capital city of Teheran does not hide the colorful filth and misery of the Orient. The city sits in glaring sunshine 62 miles south of the Caspian Sea, in full sight of snow-capped Demavend, Iran's highest mountain peak (18,550 feet). The main streets downtown are wide and tree-lined and faced with ornate-fronted buildings. This is the European heart of Iran, which the old shah tried to graft onto his country during his 16 years in power.

But the new culture did not take, except among the rich who make up only a microscopic minority of Teheran's 540,000 people. Most people refuse to live along these wide streets. They huddle in the city's cramped southern sections, near the bazaars where foreign-made products sit side by side with native products made by Iran's miserably paid workers.

Coursing through all the city's streets are the *jubes*, or open sewage streams, whose muddy waters are used for drinking, washing and cooking. By the *jubes*, merchants stand and discuss business, housewives gossip and children play. And the depressing poverty, which neither Western-style buildings nor Oriental color can hide, sits in the streets of Teheran and looks toward an uncertain future.



though it has been banned by royal decree, Tudeh has a women's club to get women more active in politics.



CHILD LABORER from a match factory dries 1,000 boxes, one day's work for him in sun. This brings him

8 rials (24¢). Most of city's matchboxes are made by 5- to 9 year olds, now organized by Tudeh's Trade Union.



SASH-WAISTED KURDS, who have fierce reputation, seem as much at home in city streets as in their mountain homes. Today Kurds of Iran and Iraq want independence.



ON TEHRAN'S STREETS two peasants dangle their feet in the muddy waters of a *jube* (open sewer) and study two Western-clad boulevardiers who are passing by.



OUT IN THE COUNTRY near Teheran, a 5-year-old shepherd boy affectionately holds a lamb in his arms. The country folk still lead a pastoral, seminomadic life.



RUG MENDER is engaged in age-old craft of Iran. Persian rugs, which are famous all over world, are used casually here as table covers, mats among lower classes.



VILLAGERS of Gilard, who work as road menders on small mountain road between their native village and nearby town of Demavend, eat lunch under leafless tree. They

are probably enjoying a less romantic meal than the one the Persian poet, Omar Khayyam, sighed for. They are paid 30 rials (93¢) a day by National Roads Commission.



THROUGH IRAN'S TIMELESS COUNTRYSIDE TWO PEASANTS
WALK FROM TEHERAN'S BAZAAR BACK TO THEIR VILLAGE



THE MEN WHO SHOULD LEAD LIBERALS in the U.S. are in effect no leaders. Secretary of State James Byrnes (left) has been handi-capped in his dealings with the

U.S.S.R., according to the Alsops, by the pro-Soviet idealism of Secretary of Commerce Henry Wallace (third from left) and disciples. The highly vocal Chester Bowles (second

Tragedy of Liberalism

By ignoring the challenge of Soviet imperialism, U. S. liberals are destroying their nation's chances of building a peaceful world order

by JOSEPH AND STEWART ALSOP

THE American liberal movement is in danger of self-destruction as the result of a bitter internal conflict over the role of the U.S. in the postwar world. How grave the practical results of this conflict can be is best illustrated by a recent behind-the-scenes episode of our foreign relations.

Long before the war ended the American military authorities had rightly or wrongly concluded that in the present phase of the age of the new weapons, outlying bases in the Atlantic were essential to our security until a working world organization could assure permanent peace. Of these the base most desired was that in Iceland. Accordingly last October we made an offer to the Icelandic government for a 99-year lease on our wartime base facilities there, with the understanding that the base would be transferred to United Nations control when, in our judgment, fully satisfactory security machinery had been set up by the U.N. The Icelanders are a proud and independent people. In the informal talks which followed our offer American Minister Louis G. Dreyfus Jr. had an uphill task persuading Icelandic Premier Olafur Thors that the proposed lease would not infringe upon Icelandic sovereignty. Nevertheless the diplomatic courtship was well conducted. As a token of our friendship we undertook to support Iceland's application for membership in the U.N. And by last March the outlook for an agreement with Iceland was decidedly hopeful.

Then, late in March, Secretary of Commerce

Henry A. Wallace blundered onto the stage of this small but significant international drama. He gave a newspaper interview sharply condemning the presence of American troops in Iceland and stating categorically that the Soviets must naturally assume the purpose of the Iceland base was to threaten them. It mattered nothing that the sole purpose of the base was to assure American security. As a member of the Truman Cabinet, speaking presumably from official information, Wallace declared that the Soviets must regard the base as purely aggressive. Premier Thors instantly intimated that, after what Wallace had said, the Icelanders wanted no part of the proposed agreement with us.

Efforts were made to convince the nervous Icelanders that the voice of Wallace was not the voice of America and to restore the favorable atmosphere of the talks. But these efforts were defeated by the remarkable speech in which Claude Pepper of Florida echoed Wallace on the Senate floor. In April the Win the Peace conference, held in the Commerce Department auditorium and attended by such notable congressional liberals as Senator Harley Kilgore and Representative Helen Gahagan Douglas, adopted a resolution again asserting that the American program for overseas bases was aggressive and anti-Soviet and loudly demanding the evacuation of Iceland. Almost simultaneously Premier Thors announced in Reykjavik that the Icelandic government was no longer considering the American offer for a peacetime lease on the Iceland base.

Possibly the Icelanders will change their minds. But if they remain firm in their resolve and a time ever comes when this country needs outlying Atlantic bases, Wallace, Pepper and their associates are not likely to remember with pride this thing they have done. Concerning Wallace at least, one cannot doubt that he acted from the best and highest motives. Nor is it necessary to suppose that the military authorities were right in insisting upon an overseas-bases program. The point is that their plan had been accepted as the agreed policy of the American government, approved by the President and relevant advisers. By an irresponsible intervention in a matter of great delicacy and seriousness, Wallace defeated his own government's policy. He had a right to his opinion, but if he could not make his opinion prevail at Cabinet meetings, his only alternatives were to resign or to remain silent. That this man, so obviously patriotic and even painfully virtuous, should have chosen the only course which was plainly indefensible is a symptom of the terrible confusion which now afflicts American liberalism.

What is the nature of this confusion? Its manifestations are simple enough. The majority of liberals are so preoccupied with foreign policy that they have ceased to think constructively about the pressing problems of the domestic economy. The reason for the confusion is also simple. It is the liberal attitude toward the Soviet Union. The Soviet Union has deeply stirred the liberal imagination, first by its vast experiments



from left) is an admirable public servant and administrator but no leader. President Truman (above) is overshadowed by the ghost of his predecessor.

in social and economic planning and then by its magnificent struggle against the Wehrmacht. When the war ended an idealized picture of the Soviet state had formed in the minds of American liberals.

Unfortunately the tough, brilliant leaders of the Soviet state are not liberal idealists. They are realists and, unlike most liberals, they fully understand that power is the basic unit of all politics. When the war ended, they embarked upon an experiment in imperialism as bold as it was novel. In blunt truth, all the methods which were condemned most bitterly when employed by the new imperialism of Germany now began to be used to extend the sphere of Soviet domination.

Already Poland, the Baltic States, Rumania, Bulgaria, Yugoslavia and Albania are behind the Iron Curtain. Huge armies hold Hungary and half of Germany and Austria. Czechoslovakia and Greece are encircled, and the Soviets are frankly "dragging their feet" in making the European peace in order to prolong chaos and thus promote the Communist parties in other European nations. In the Middle East the Soviets are driving southward. Iran is in danger of being reduced to puppethood; Turkey and Iraq are threatened. Finally, in the Far East, the Kuriles and half of Korea are occupied and Manchuria has been stripped and left in condition to be transformed at will into another Azerbaijan. The process still goes on. One can only admire the Soviet leaders' iron nerve and precision of execution, but one must also wonder whether they will ultimately be satisfied with less than dominion over Europe and Asia.

No such critical judgment has been possible for the American liberals, however. They have had to relate the reality of Soviet policy to the ideal picture of the Soviet Union which they cherish in their minds. Some have blamed ourselves (as Henry Wallace did), arguing that Soviet *realpolitik* can be cured by loving kindness. Others irrelevantly declare that the new Soviet imperialism is no worse than the old British imperialism or attribute Soviet foreign policy to the lustiness of a young organism, as fond mammas excuse the doings of their offspring because "boys will be boys." It is painful to hear these laborious apologetics from good men, for one has heard them before—in 1937, 1938 and 1939. Furthermore, it is tragic. *For no political movement can retain its strength which fails to respond to the major challenges of its time. The major challenge of our time is the need to organize a stable, prosperous and, above all, peaceful world. This can hardly be attempted successfully by men who will not or dare not face the facts about one of the world's two great powers. That is the tragedy of American liberalism.*

But before continuing this inquiry it will probably be well to define the term "liberalism" as used in the present discussion. Some readers may already share the indignation at the connotations here given to liberalism, which was once expressed to one of

CONTINUED ON NEXT PAGE



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just have your eyes exam-
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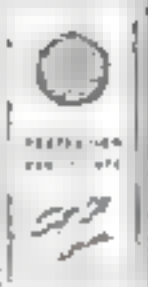
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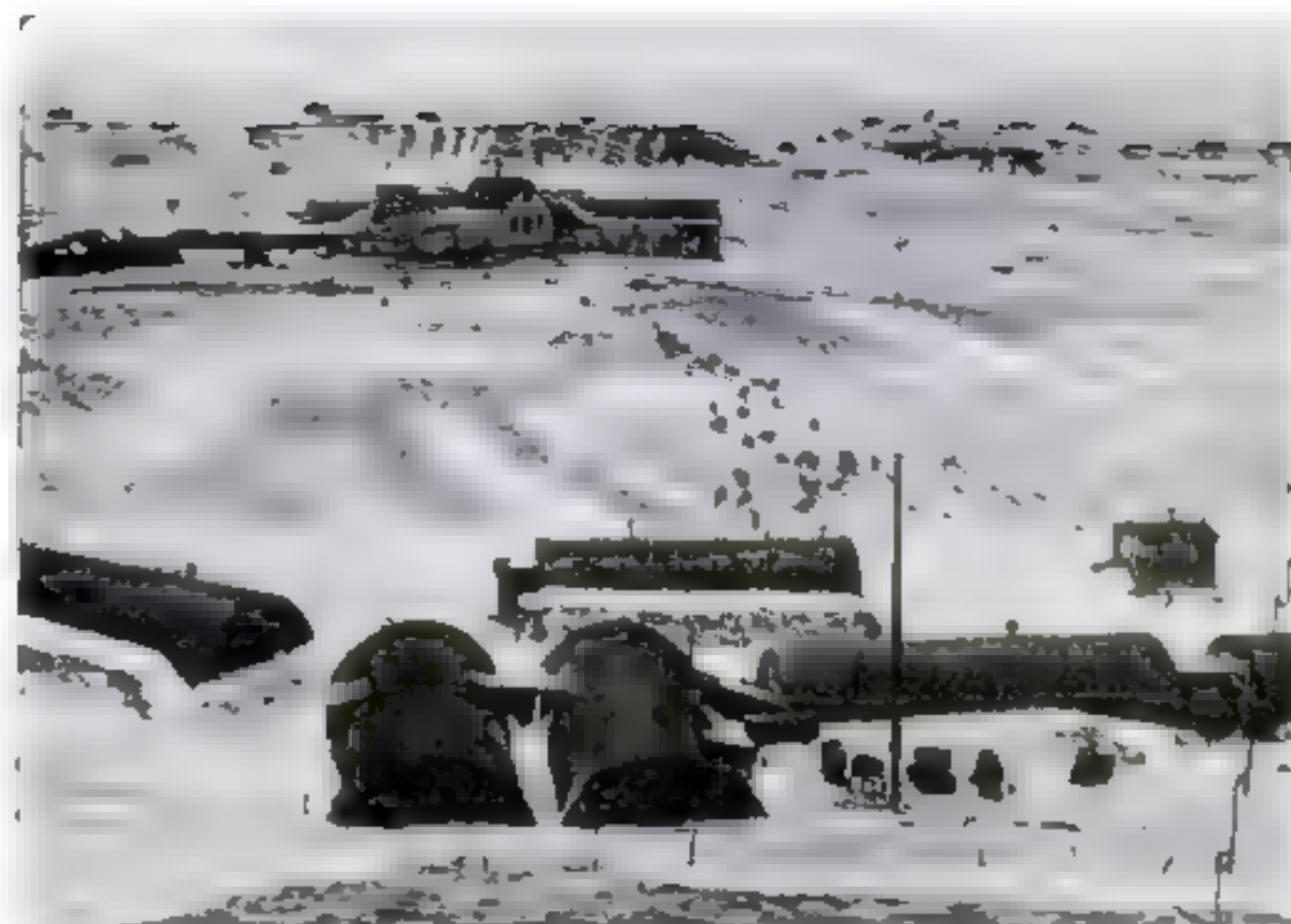
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BASE IN ICELAND, which U. S. tried to lease, was lost when U.S. liberals
scared Icelandic government by protesting lease as a threat against U.S.S.R.

TRAGEDY OF LIBERALISM CONTINUED

your correspondents by the late Ogden L. Mills. He had been called a "conservative." He asserted with some heat that he was nothing of the sort—he was a liberal and a better liberal than most, being a staunch believer in the theories of Adam Smith, Jeremy Bentham and the other thinkers who shaped the beginnings of British 19th Century liberalism. But a political grouping is not like a church, with an immutable creed. Jeremy Bentham or no Jeremy Bentham, free enterprise or no free enterprise, Ogden Mills was a conservative of conservatives.

In contrast, one of your correspondents also heard Franklin Delano Roosevelt bitterly complain against the attacks upon him as a "radical." He was not a radical, he said; he was not even a liberal. He conceived of himself, rather, as a "conservative," seeking to "conserve" what was best in American society by making essential concessions to the forces of the time. As Mills harked back to Bentham, so Roosevelt also reached into British history for a comparison, claiming that his New Deal hardly differed from the repeal of the Corn Laws by the great Tory, Sir Robert Peel. Peel or no Peel, Roosevelt was also talking nonsense, for he was no more conservative than Mills was liberal.

The difference between Mills and Roosevelt suggests a practical, nondoctrinaire definition of liberalism. That difference was a difference in attitude toward social change. Mills thought first of the ramifying vested interests which social change invariably discommodates. He was contented with the world as he found it and, while he realized change was inevitable, he wanted change to be as slow as possible. He was a conservative. Roosevelt, on the other hand, thought first of the large group who are always slighted in any society's distribution of its loaves and fishes. He was discontented with the existing order, positively liked social change and wanted it to be rapid. He was a liberal. Healthy conservatism and healthy liberalism are both essential to the health of a free society, since both are needed to insure that desirable social changes are accomplished in a practical manner and without undue delay.

American liberalism is all but leaderless

AMERICAN liberalism has now entered a period of ill health, to which the behavior of the first Truman Congress is testimony enough. What are the reasons for the decline of this movement, which dominated the political scene from 1932 until 1945? One answer was given long ago in a conversation in Tom Corcoran's office, when the New Dealers were trying to build up Robert H. Jackson as Roosevelt's successor. Then the future seemed to glow with a promise of ever-recurrent, ever-novel New Deals. But one cynic remarked, "It's no good, Tom. F.D.R. is like the upas tree in the old travelers' stories. He kills everything that shelters under him."

There was truth in that for, while he lived, Roosevelt did the thinking for American liberalism; now that he is dead most liberals find it hard to think for themselves. He was the giant, the great figure who both gave strength to and dwarfed everyone on his side. It is now necessary to pay for his way of making his followers seem to be mere pygmies.

Certainly Roosevelt's successor was not designed to be the stand-

CONTINUED ON PAGE 72

Sing out sweet land!

What song rings out from this mighty nation? A frantic boast of power? A stately classical exercise?

Shucks, no!

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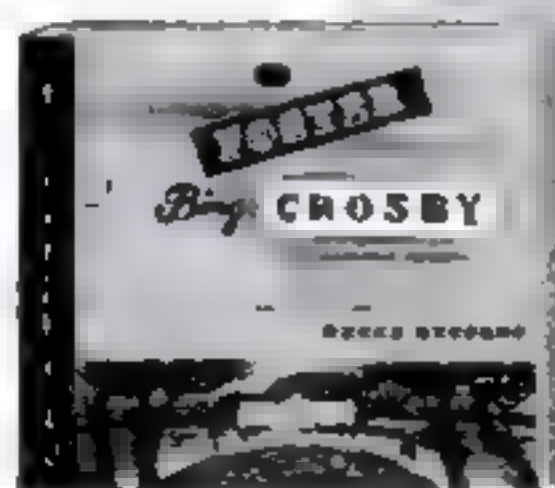
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this Munsingwear-lovely new nightie
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TRAGEDY OF LIBERALISM CONTINUED

ard-bearer of a faith. Roosevelt's White House was a place of power, where the winds of destiny blew through the corridors and one heard the voice of the future. The White House of Harry S. Truman, for all his modesty, patriotism and goodwill, is more like the lounge of the Lions Club of Independence, Mo., where one is conscious chiefly of the odor of 10¢ cigars and the easy laughter evoked by the new smoking-room story. Among the liberal influences which still act upon Truman the ghost of Roosevelt is by far the strongest; and it is often difficult for a mere shade to carry conviction when George E. Allen is also there in the excessively solid flesh, telling his jokes and knowing precisely what he wants.

To all intents and purposes the American liberal cause is all but leaderless. Its best servants are a handful of courageous administrators—Wilson Wyatt, Paul Porter, Chester Bowles and Fred Vinson—but they are servants. For the rest there are the labor chiefs like Walter Reuther, Philip Murray and Sidney Hillman, whose sphere is restricted by their professional attachments. There is Wallace, too otherworldly to lead. And there are the assorted justices of the Supreme Court, who would have to cast off their dark cerements, break forth from their tomb and rise again as politicians in order to be leaders in a true sense.

As a result, in the past year the seminal center of American liberalism has passed from Washington to New York, where liberal intellectuals congregate, where the liberal press is strongest and where the most significant organizations of the left of center, such as the C.I.O.-P.A.C., have their headquarters. The consequences have not been happy, for consciousness of political realities does not flourish in New York.

The liberal habit of self-delusion

NOT long ago one of your correspondents was present at a discussion in which Secretary of State James F. Byrnes's "patience and firmness" toward the Soviets were explained away on the facile ground that the State Department was a mere haven of elegant reactionaries. A certain inconsistency between this view and the Department's Argentine policy was humbly suggested. Whereupon an ordinarily intelligent liberal female replied, with something close to a knowing leer, that she had good reason to believe that this policy was a mere mask for a secret understanding between the Department spat wearers and Colonel Perón. No one was coarse enough to mention the ample, irrefutable evidence that an understanding with Perón was in fact, at that very moment, being urgently sought not by our spat wearers but by a Soviet mission in Buenos Aires. This curious habit of self-delusion is not limited to the unappetizing type of liberal who throbs with elevated feelings in the stimulating atmosphere of the Stork Club. Innumerable able editors, publicists, labor leaders and others of real influence in the liberal movement share it to the full. Consequently, for example, the Soviet objective in Iran was anxiously but misleadingly explained as being no more than oil, although oil had been offered to Molotov by Stettinius and Eden at Yalta more than a year before, and again offered by Bevin to Stalin when the Iran dispute threatened.

The facts and atmosphere of Soviet policy and Soviet-American relations are simply not known in New York. It is only where the business of politics is carried on that one hears of such straws in the wind as the famous conversation between Andrei Vishinsky and an American traveling with him on Mediterranean Commission business. It came at the end of a fairly cheerful evening. As though deciding at last to solve a bothersome puzzle, Vishinsky suddenly inquired why the U.S. did not "take South America." The startled American replied that we did not want South America. Vishinsky, in a rather worried way, urged that we must at least desire to establish our empire over Central America. Again the American protested that the occupation even of Central America was not part of our postwar plan. "But I can assure you," said Vishinsky, as though removing the only possible reason for this strange self-denial, "my government would not have the slightest objection." One can imagine the horror of liberal thinkers who argue that there is no difference between our ownership of the Panama Canal and the Soviet desire for the Dardanelles, if anyone in this country took the Vishinskian view of our national interests.

It must finally be added, with all frankness, that the liberal tendency toward self-delusion is vastly increased by the singular liberal attitude toward the American Communists and fellow travelers. The horror of "red-baiting" is as natural as it is admirable, for the future will be dark indeed if this country ever indulges in another orgy of violence and suppression of liberties such as we experienced under Attorney General A. Mitchell

CONTINUED ON PAGE 74

He thinks we're waiting
for nylons

He hasn't heard about

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TRAGEDY OF LIBERALISM CONTINUED

Palmer. The Communists have an entire right to hold and to express any views they choose. But there is all the difference in the world between stoutly defending that right and being so fearful of an honest assessment of the Communist position that mentioning the word "communist" comes close to being a breach of etiquette.

In truth, self-delusion is at the very heart of the tragedy of American liberalism. One cannot help but wonder whether this self-delusion would have been practiced if Roosevelt, who was both a great leader and a great realist, had kept his life and health. During his last year, for example, Roosevelt let those close to him know that his concessions to the Soviet Union were a wartime expedient which would be abandoned for a firmer policy when the war ended. While he still lived, Roosevelt was following a Polish policy which plainly foreshadowed a change in this direction. Firmness, in short, was one aspect of Roosevelt's postwar plan. Another was indicated by his constant, strong insistence on this country's responsibility to use its great wealth to rebuild the devastated areas and assist the backward nations.

Roosevelt fully understood that both Germany and Russia were ruthless police states but believed you could do business with Russia where you could not with Germany because the basic concept of Nazism was barbaric while the basic concept of Sovietism is the purpose to improve the lot of all men. But Roosevelt also knew and said what the liberals do not know: that appeasement is always wrong, in whatever connection, since it always eventually results in a situation where you must fight or knuckle under forever. He knew and said that wars were averted not by weakness and conciliation but by firmness and strength. Would this man, who led the U.S. into the most terrible war in history to prevent the domination of Europe and Asia by two powers, have been complacent before the possibility that one power alone would reach this position of unchallengeable predominance?

A minimum program for liberals

THIS does not mean that Roosevelt ever considered war with the Soviet Union or would have done so now. On the contrary, he was convinced to the end of his life that by plain speaking with Stalin and by firmness a sound working relationship with the Soviet Union could be established. It is useless to speculate on what the details of Roosevelt's policy might have been today. One can only say that there is a fine Rooseveltian ring to the policy which, it is known, Secretary of State James F. Byrnes would now like to pursue. He is pursuing it only in part because he cannot get the tools for the job—the military strength in being, the relative freedom to use our economic resources as an instrument of policy and the public and congressional support for decisive action. Yet a tentative outline of the ideal policy is certainly worth study. It can be given as follows:

1) All-out support for the United Nations as a working world organization capable of providing practical solutions of world problems.

2) Internationalization of the terrible new weapons under U.N. control and sponsorship of sound measures of disarmament under U.N. direction.

3) Greater firmness in all dealings with the Soviet Union in order to bring to a final halt the process of Soviet expansion.

4) The broadest effort of relief and reconstruction all over the world. This both serves humanitarian ends and removes the conditions which now actually tempt the Soviets to imperialist adventures. Famine and poverty, feudalism and economic chaos create political vacuums. Short of war, no display of American firmness can permanently halt the Soviets' onward march as long as conditions everywhere constitute an open invitation to the masters of the Kremlin. Nor is it enough to offer a few billions in loans to selected good risks. There must be much larger loans. There must be far more generous relief. And there must be many more programs like the Yangtze dam, which would give 100,000,000 Chinese something like a decent life, or the Jordan Valley Authority, which should end the conflict between Jew and Arab by providing plenty for them both.

Certainly every plan for employment of American economic resources abroad would have to be scrutinized and judged on its merits. But the broad concepts set down above surely constitute the ideal program of the American policy makers. It is worth emphasizing again that the underlying thought is not to risk war with the Soviet Union but to remove the danger of war. The object, in short, is both to deflect Soviet policy and to improve world conditions so that the U.S. and the Soviet Union can live at peace together without the terrible mutual suspicion, the deepening divi-

CONTINUED ON PAGE 75



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TRAGEDY OF LIBERALISM CONTINUED

sion between Russia and the West, which now mark all our relations. Confronted with such a program, the astute leaders of the Soviet state would understand their inability to compete and would develop a new policy of progress by internal development and equal partnership in the United Nations. And thus, eventually, time would remove suspicion and division, and peace would be assured at last.

The tragedy of American liberalism may well be the tragedy of the U.S. for a very simple reason. The foregoing is a minimum program. *And it is essentially a liberal program.* American conservatives will not insist upon American acceptance of such huge responsibilities. You do not beat the drum for Yangtze dams and Jordan Valley Authorities if you have only just reconciled yourself to the TVA. It is therefore the liberals who must speak out. But nations rarely act from pure humanitarian motives. The American people, suspicious even of the British loan, will never shoulder far greater responsibilities unless they are convinced that the alternatives are deeply dangerous to them. That special conviction of our danger can only be conveyed by men who have faced up realistically to the nature of the Soviet-American competition. The liberals have not taken that plunge and thus the liberals, who must speak out, cannot carry conviction. The whole nation is whip-sawed, as it were, by the liberal tragedy.

That is one side of the medal. The other side, on which one may read the future of American conservatism, is no less discouraging. For the attraction of the extremists for the moderates is just as strong on the political right as on the political left. Already one hears more and more good American burghers talking the poisonous drivel of anti-Semitism. Already one hears more and more discussions of the labor movement by formerly reasonable men who now use the language of Colonel McCormick and Representative John Rankin. What is stranger still, one also hears, more and more often, the absolute isolationism of the Patterson-McCormick press. What does it mean, coming from these men who can hardly enjoy a Soviet triumph? One cannot avoid the suspicion that it implies subconscious acceptance of the Vishinskian analysis and anticipation of an ultimate deal with Moscow under which each of the two great powers will delineate its area and reduce to enslaved dependency all other, weaker peoples within its imperial sphere.

Let no American liberal deceive himself. It is not the left which will gain strength if the march of Soviet imperialism is not halted. It is not the liberals who will then acquire followers if they continue to publish to all and sundry the extent of their self-delusion. In the spasm of terror which will seize this country, if we awaken one morning with the sudden sensation of encirclement, it is the right—the very extreme right—which is most likely to gain the victory. If that time ever comes it will be as detestable to honest conservatives as to honest liberals. A friend well said to Henry Wallace, after one of his pro-Soviet speeches, "Henry, has it ever occurred to you that you're taking a big risk? You're talking the language of Chamberlain and Simon. If you're wrong about Soviet intentions, won't you and your friends do to American liberalism what Chamberlain and Simon did to the British Conservative party?" Very briefly, that gave him pause.



THE ALSOP BROTHERS are Washington columnists for the New York *Herald Tribune* and syndicated papers. Grandnephews of President Theodore Roosevelt, they report capital news in judicious and sophisticated style. Joseph (left) wrote *LIFE's* first close-up (of James A. Farley) in September 1938.

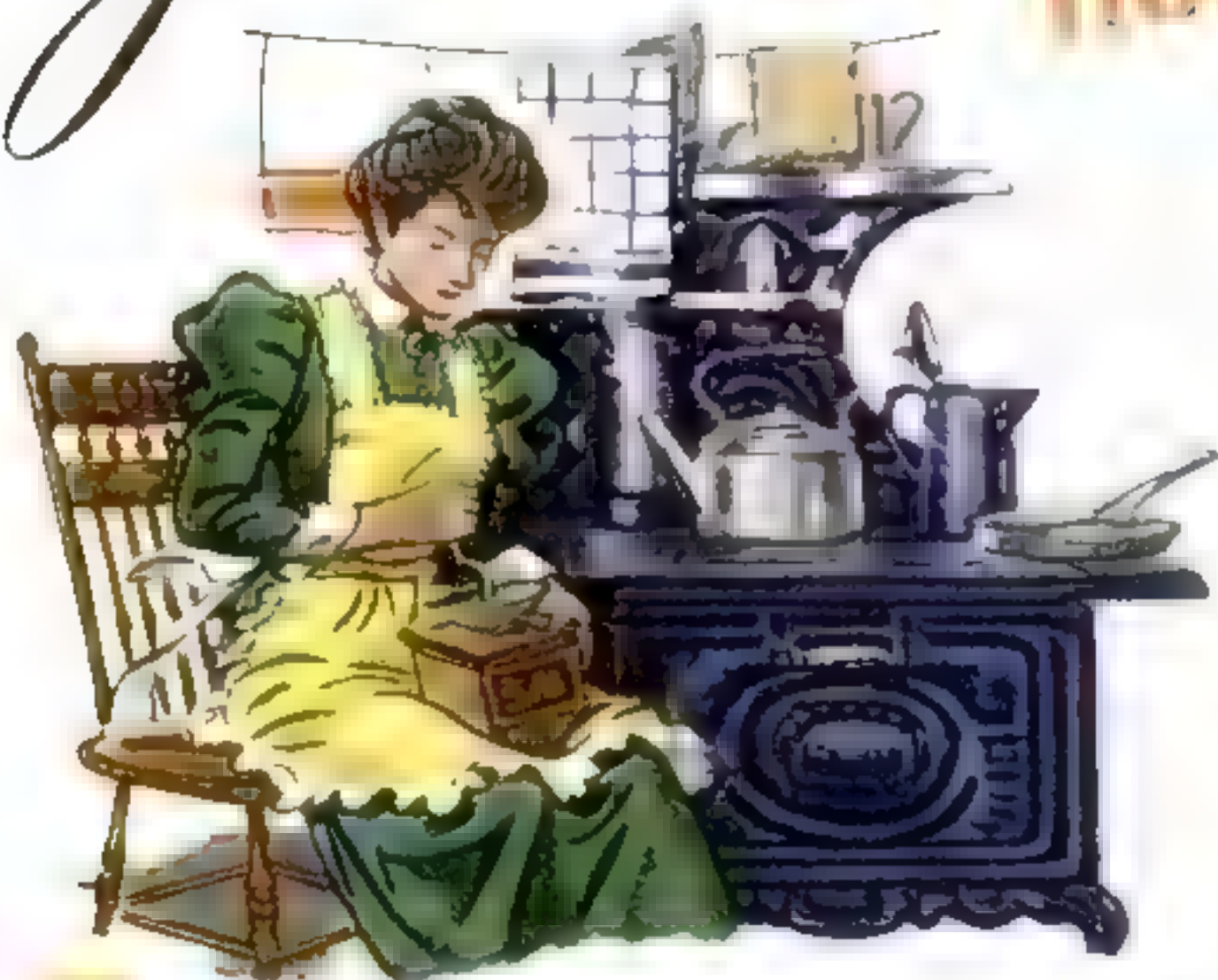
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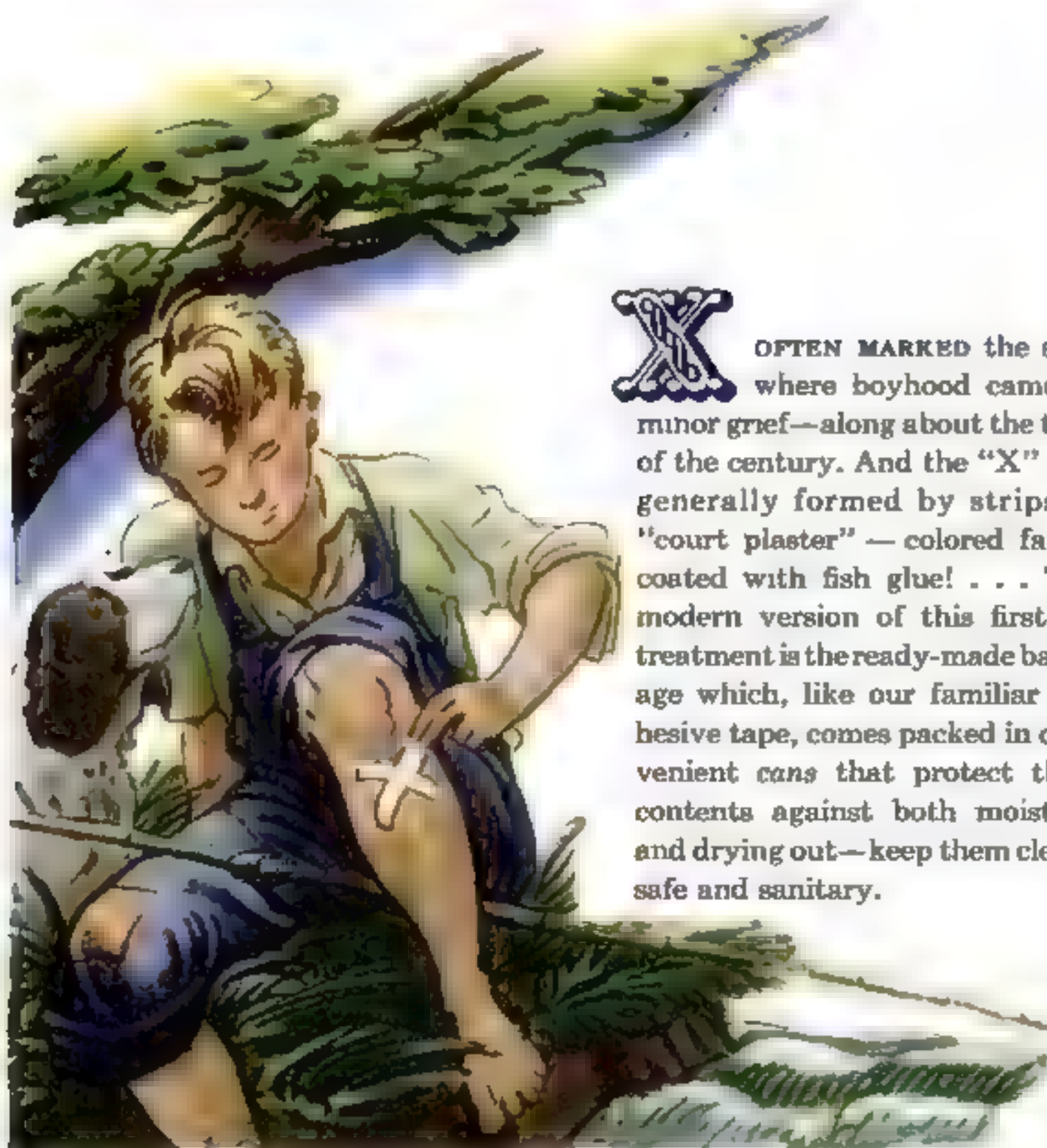


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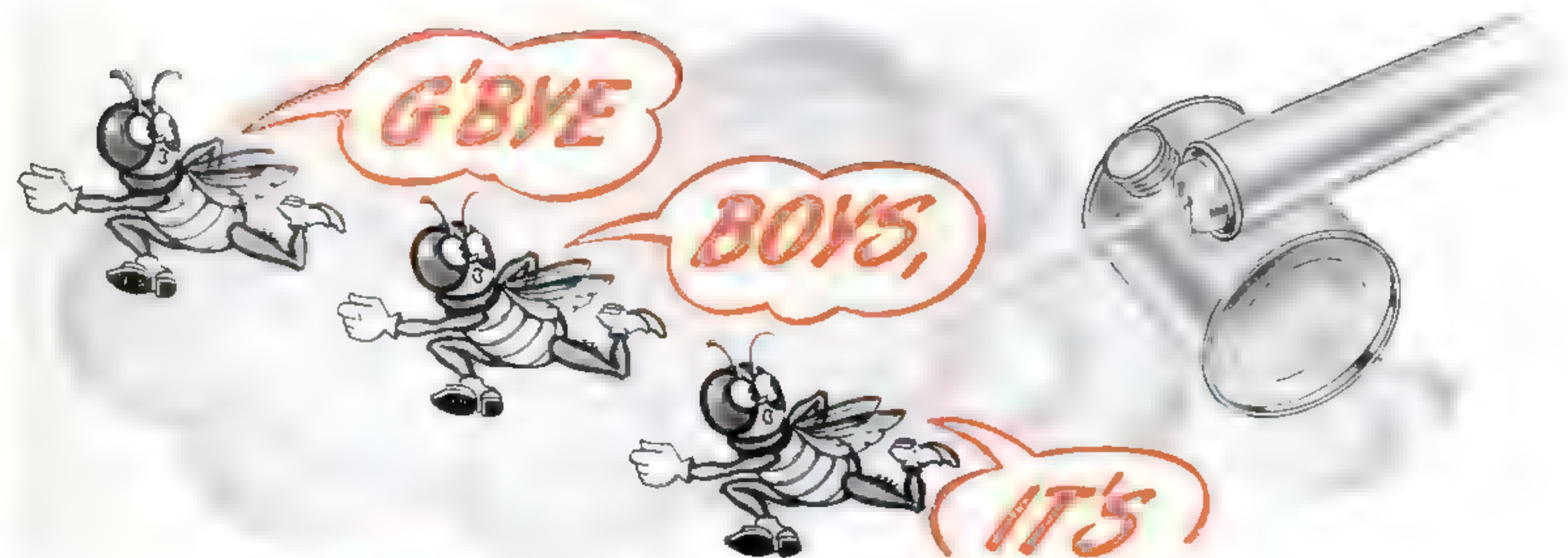
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• Available with and without D.D.T.

insect-killing ingredients, but all the D.D.T. that's required for effective residual deposit, and the full amount considered justified for home uses. Caution: Use Bug-a-boo with D.D.T. carefully, according to directions.

Get Bug-a-boo with or without D.D.T. today. It's the sure way to say goodbye to bugs!

THE SIGN THE
NATION KNOWS



Buy Bug-a-boo at your favorite store or dealer



TAKING TURNS HIDING A TOY WAS GREAT FUN FOR THE 4- AND 5-YEAR-OLDS, GAVE EACH A CHANCE TO BE "IT." SINCE PEEKING IS NATURAL, IT WAS NOT CRITICIZED



WATER TUB full of floating toys was crowded all afternoon with seafaring men and embryo utility magnates, who soaked the floor, themselves and each other impartially.



PLAYING TRAIN required nothing more than a few chairs, bare floor and much serious choo-chooing. It proved much more popular than pinning tail on donkey (left next).

Life Goes to an Ideal Children's Party

**Child psychologists' rules give
Rochester kids a wonderful time**

To most parents the prospect of giving a children's party is about as appetizing as giving a lynching. But the horrors of the former can largely be eliminated if a few common-sense rules are observed: 1) Remove all breakables from the room, take up the rugs, put blankets over the furniture to guard against accidents. 2) See that children wear play clothes, not party clothes. 3) Put one person who likes and understands children in charge. 4) Make their mothers sit in an adjoining room. 5) Be sure there are enough toys for everybody. 6) Organize games for kids of 4 or older, stop them the minute interest wanes. Do not attempt to organize the play of 2- and 3-year-olds. 7) Schedule the party so that food is served at regular lunch or suppertime. 8) Prepare in advance a meal of small sandwiches, followed by ice cream and cake. 9) Let children eat or not eat what they want.

These deceptively simple rules were worked out by a group of leading child psychologists acting as consultants in setting up, for Clapp's Baby Food company in Rochester, N.Y., a "perfect" child's party at which these maxims were put into effect. The party was a howling success. Twenty-three children between the ages of 1 and 5 came and had a deliriously happy afternoon of completely unregimented play. One ate nothing, but that was all right. Another ate nothing but raisins. That was all right, too. There were few accidents, no fights. Except for one little girl who was shy and one little boy who fell head-first into a tub of water, nobody cried at all. Sole casualty was Pat Boyd, who was hired as hostess to run the party. After it was all over she collapsed.



JUST BEFORE SUPPER TWO DOZEN BALLOONS WERE RELEASED. LASTED SOMEWHAT LESS THAN FIVE MINUTES



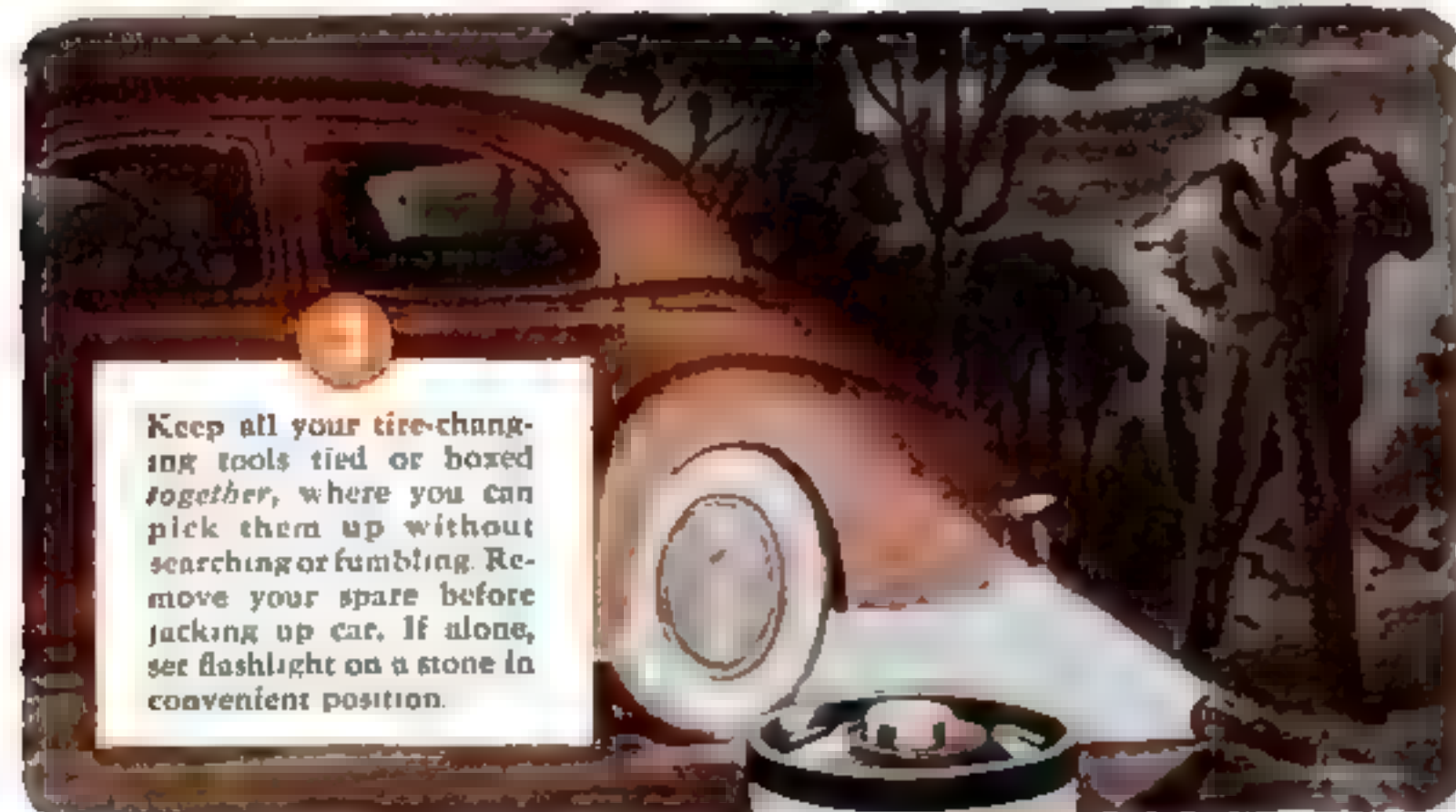
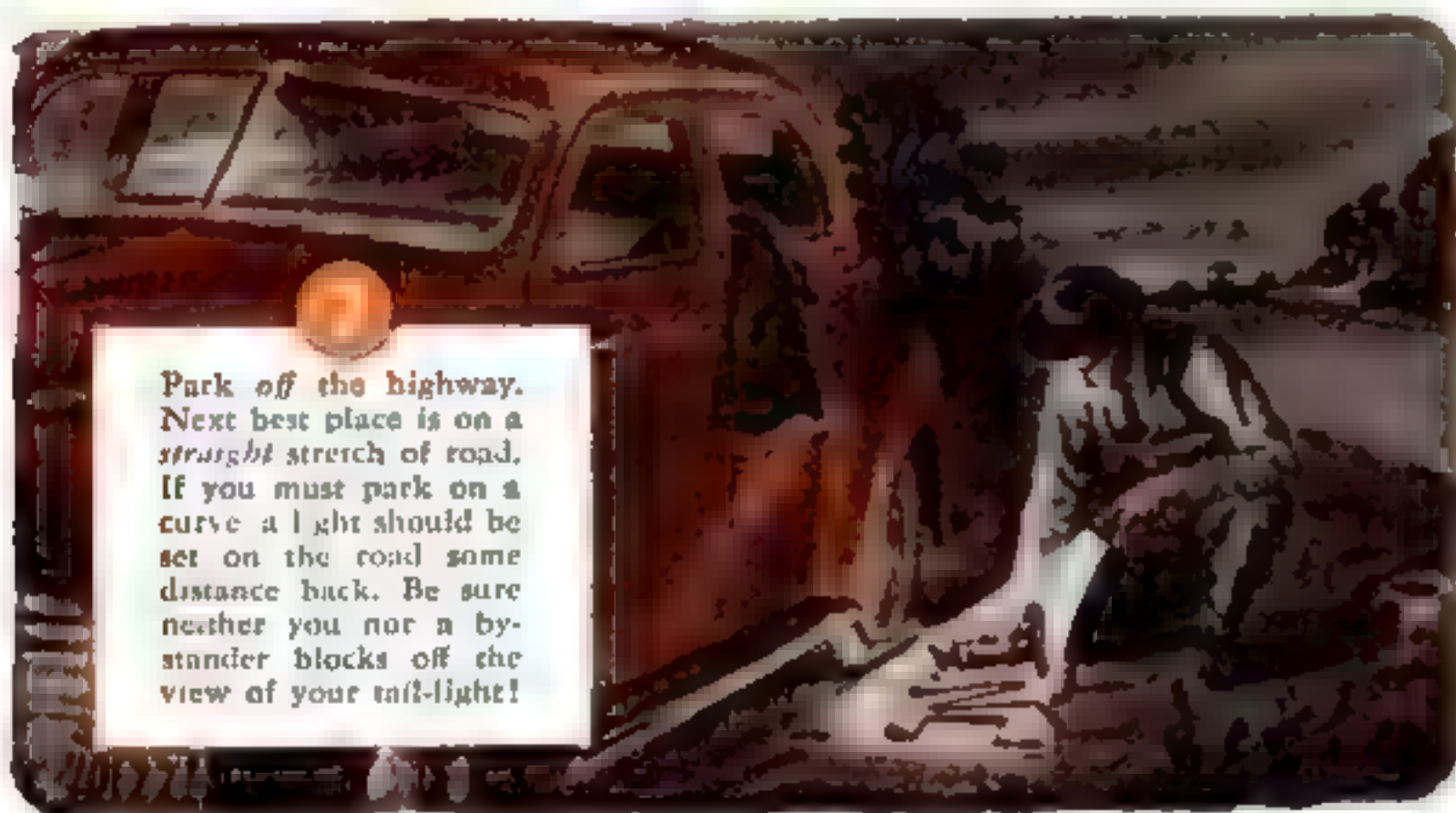
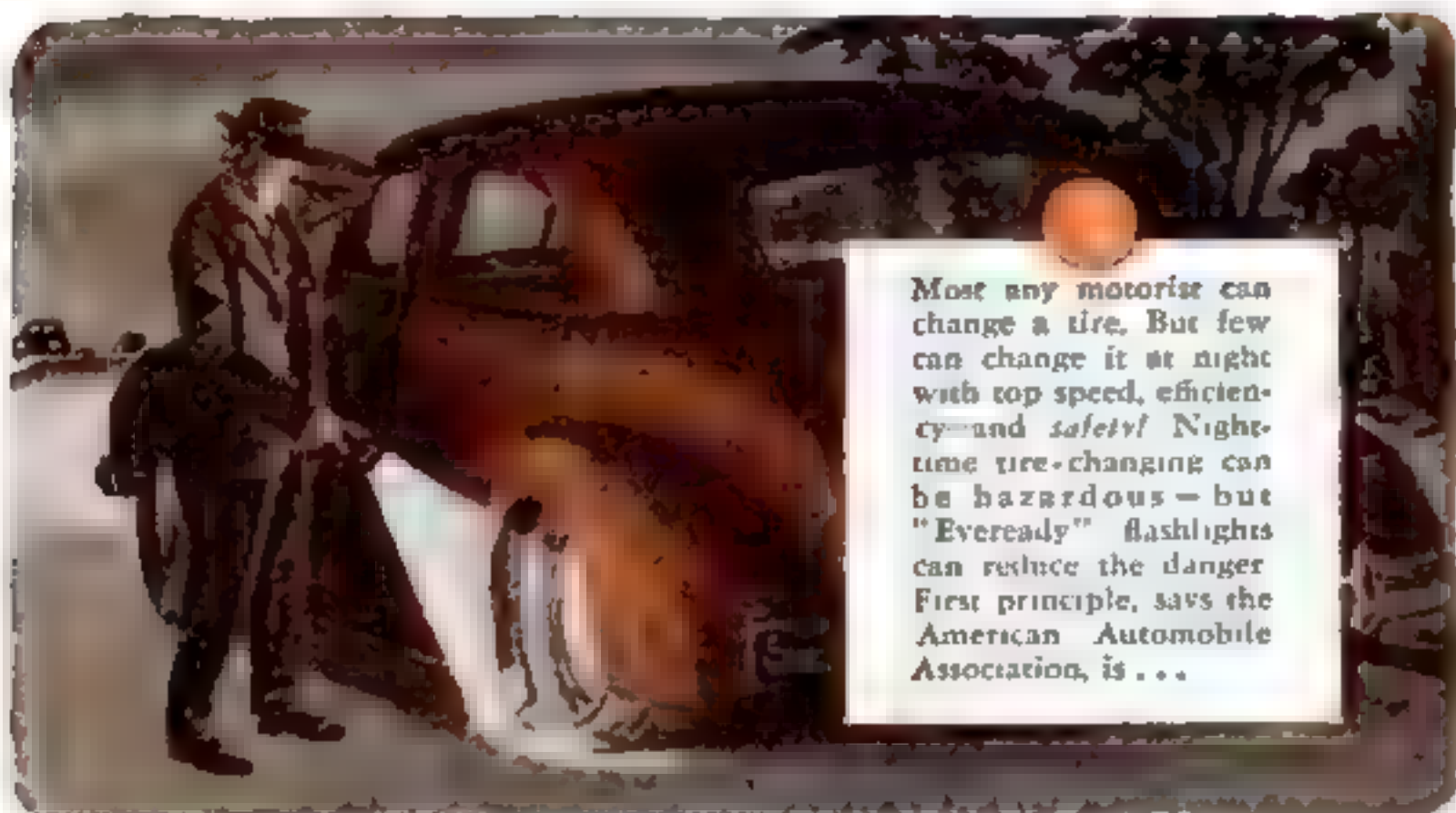
SANDBOX was just as popular as water tub and just as messy. Child crying was shy. In such cases psychologists suggested mother sit in doorway where child could see her.



FOLLOW-THE-LEADER was led by Pat Boyd, party hostess and the only adult constantly in room. Though she was completely exhausted at party's end, children felt fine.

How to CHANGE A TIRE AT NIGHT...

More quickly—More safely!



In your car or at home—wherever you need a flashlight—rely only on "Eveready" batteries. Ask for them by name. For "Eveready" batteries have no equals...that's why you'll find them in more flashlights than any other battery in the world!



For
EXTRA POWER,
EXTRA LIFE
—AT NO
EXTRA COST



NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



The registered trade-mark "Eveready" distinguishes products of National Carbon Company, Inc.

Children's Party CONTINUED



STAR WAS PASTED on each child's name tag whenever he won a game or was particularly good at something. At older parties this can be truly competitive, but here it was important to make sure that no child felt left out.



SUPPER included sandwiches of peanut butter, cream cheese, shredded carrots, jars of baby food, bottles of milk, ice cream and cake, all served either in the container or on a paper plate to ease washing problem after the party.



IMPORTANT BUSINESS kept the party hostess and the mothers constantly on the alert. If party is a small one, hostess can take care of this, but it is usually better to have parents within sight, particularly for the timid.

CONTINUED ON PAGE 65



First over the bars!"

Like a prize-winning jumper, Hunter has been developed slowly, expertly and with infinite care. For it takes *time, patience and skill* to produce a whiskey worthy of the acclaim that Hunter has received down through the years. And nothing less than eighty-six years of experience could have achieved the matchless flavor and all-around excellence of today's Hunter...
An American Gentleman's Whiskey since 1860.

HUNTER
 FINE BLENDED WHISKEY



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended whiskey, 92 proof. The straight whiskeys in this product are 6 or more years old. 40% straight whiskey, 60% grain neutral spirits.

Summer is for this



Summer is certainly for Jantzen... because summer is for swimming and sunning and loving and living... and two-somes like this and swim suits like these to inspire two-somes like this. Jantzen practically invented summer years ago by dreaming up swim suits to make you look wonderful, feel wonderful while swimming and sunning. This year's Jantzens have marvelous in-and-out-of-water glamour, plus freedom of action, thrilling new lines, new fabrics, new colors. For the girls 5.95 to 9.95.

For men 2.95 to 5.95... at most stores.

*Reg. U. S. Pat. Off.



TAN WITH JAN... Jantzen's marvelous sun-cream lotion for a smooth soft skin-tan

*
Jantzen
SWIM SUITS • SUN CLOTHES



ACTING MAYOR of Rochester on day of party, which was held on city's first official Baby Day, was John Clapp, grandson of founder of baby food industry. Here he sits beneath portrait of Rochester's first mayor, Jonathan Child.

LET A PALM TREE  TEACH YOU THIS

Short-cut to prettier floors!



Tavern Wax gives a longer-lasting lustre—with less work . . . thanks to a palm tree 'way down in Brazil! That tree supplies a 'specially hard, durable wax called Carnauba. Socony-Vacuum skilfully blends lots of this tough, top-quality wax in Tavern Non-Rub Floor Wax and buffing waxes. That's one reason why the Tavern lustre lasts longer—cleans easier—resists even water spots!

Tavern Non-Rub Wax is easily applied to linoleum, wood, rubber or asphalt tile floors. Dries in 20 minutes. To protect wood floors, woodwork, windowsills and painted surfaces, try Tavern Paste and Liquid buffing waxes. They clean and bring out the beauty of wood as they polish.



3 KINDS OF WAX



NON-RUB PASTE LIQUID

Try these other Tavern Housekeeping Aids

Tavern Furniture Gloss
Tavern Paint Cleaner
Tavern Rug Cleaner
Tavern Parowax or Paraseal Wax
Tavern Dry Cleaner
Tavern Window Cleaner
Tavern Lustre Cloth
Tavern Electric Motor Oil
Tavern Leather Preserver



Typical Symbol of hospitality—
Star Tavern,
Rusper, England

TAVERN
HOME PRODUCTS



She passed her Exams



but her stomach
FLUNKED!

Cramming facts while cramming food is apt to cause mental or physical indigestion—or both! When your stomach doesn't make the grade, be gentle with it—take soothing PEPTO-BISMOL.

Never Upset an Upset Stomach!

Don't add to the upset of an upset stomach with overdoses of antacids or harsh physics! . . . Take soothing PEPTO-BISMOL! This pleasant-tasting preparation is neither an antacid nor a laxative. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls . . . thus helping to calm and quiet common digestive upsets;

3 sizes at your druggist—or by the dose at his fountain.

Take soothing PEPTO-BISMOL . . . to relieve queasy, uneasy, upset stomach, distress after over-indulgence; nervous indigestion; heartburn. And to retard intestinal fermentation, gas formation, simple diarrhea. If you do not get prompt relief, consult your physician.

Norwich

A NORWICH PRODUCT

Pepto-Bismol
for UPSET Stomach

MISCELLANY



EDITORS FIRST TRIED ATTRACTING GIRLS FROM JEEP, WERE TURNED DOWN

LOCAL TALENT HUNT

Army paper finds pin-up girl in own backyard

Like many another Army newspaper staff the editors of the Camp Grant, Ill. *Sentinel* got tired of pin-up pictures from Hollywood and the model agencies. Trying to remedy the situation by photographing local talent, however, the editors met with rebuff after rebuff from the camp's waitresses, secretaries and Wacs. Finally, in Typist Wanda Ridgeway they found a girl willing to become a pin-up. These resulting pictures of Wanda were so successful that local girls, suddenly anxious to pose, mobbed the *Sentinel*. The campaign also got Wanda a free modeling course in New York (see next page). Then the *Sentinel*, its grand gesture made, quietly folded up in a general Army deactivation.



WANDA RIDGEWAY was a typist in Military Personnel Office. The *Sentinel* was told about her by someone who had once seen her in a bathing suit.



WANDA'S PIN-UP PICTURE was made when she agreed to be the first local girl to pose. It was picked up by other Army papers, made her famous.



GLAMOUR PICTURE emphasized contrast between working Wanda and pin-up Wanda. *Sentinel* reported she prefers men who are tall, athletic, neat.

CONTINUED ON NEXT PAGE

WINTHROP

IN-n-OUTERS

...for woodland
strollin'
or lawn mower
rollin'

NEW LEISURE SHOP
FOR MEN

Flexible
Cushion-cork Platform Sole
\$7.50

Regular Dress Styles \$5.50 to \$9.50 (SOME HIGHER)

WINTHROP SHOES

Always First with All That's New

No matter where or how you play your leisure role —
as sportsman, handy man, lazy man — here's the shoe
to make you star in style and easygoing comfort.

Winthrop Shoe Co. • Div. International Shoe Company • Saint Louis

The best brushes have
DU PONT NYLON
BRISTLES



"They're clean!...they last!...I like 'em!"

You've every reason for satisfaction...and added pride in your smile...when your toothbrush has bristles of Du Pont nylon. They're so clean—so strong—so lively. And how they do last! You'll find these same virtues in other brushes of nylon too: in hairbrushes, in paintbrushes, in household and industrial brushes. At your dealer's. Look for the name, *nylon*, on the brush or package. E. I. du Pont de Nemours & Co., Inc., Room 625, Plastics Dept., Arlington, N. J.

Product of **DU PONT** Plastics
REYNOLDS & CO.

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

Local Talent Hunt CONTINUED



CAMP GRANT SOLDIERS snatched up Wanda's picture, pinned it prominently alongside their collection of Hollywood and model-agency pictures.



WANDA'S SUCCESS followed when newspaper *Army Times* ran picture. GIs helped get her a modeling course in New York, met her at the airport.



WANDA GOES TO WORK. During a four-week course at the Barbizon Modeling School she is writing a column for her home-town newspapers.



Following U. S. Highway 1 along the New England Coast, you'll see many a lobster fisherman with his boats, his traps and brightly painted floats.



*... and only by
GREYHOUND
you'll fully enjoy
each scenic mile.*

ONLY BY HIGHWAY

you'll find America so thrilling, so friendly!

The colorful, the curious, the friendly things that make America so fascinating are found in the fullest measure *along its highways*. There you'll meet them close up, at first hand . . . and in congenial company.

You'll see these exciting things and places most intimately, enjoy them most keenly, when you travel by Greyhound—for Greyhound alone follows the great highways of every one of the forty-eight States, reaching far up into Canada and down to Mexico.

It isn't just scenery that makes Greyhound one of the World's greatest carriers of pas-

sengers. Greyhound's daily schedules are usually far more frequent than those of other transportation . . . they serve not only all the big cities, but the thousands of towns and communities in between. In a world of rocketing costs, Greyhound fares remain amazingly low.

Today, Greyhound buses are comfortable, well-ventilated, many of them fully air conditioned. In the days to come, expect further striking innovations in Greyhound travel, more than keeping pace with U. S. highway construction and modernization. And remember—*by Highway means by Greyhound!*

GREYHOUND



Say **Shefford** for fine Cheese



*There's beauty in those flowers
That brightly bloom in May;
But for your happy eating hours
Pluck a Shefford Cheese Bouquet.*

Beautiful Bouquet



In this cheese bouquet with the beautiful "bouquet" (so important to cheese connoisseurs) are varieties ranging from soft and mild to sharp and solid.

- Cheese to put with other foods
- Cheese to cook with other foods
- Cheese to "stand on its own, to be eaten alone."

They'll melt, spread, slice.

They start with good milk and are "worked" with good care.

Eat with your nose; eat with your eyes; eat with your tongue—

- many Shefford standouts in cheese meet that eating challenge on any and all counts.

See your grocer and pick some Shefford blossoms from this tasty Shefford bouquet!
SHEFFORD CHEESE CO., INC., Green Bay, Wisconsin.



Melt it

Spread it

Slice it

SHEFFORD—THE QUALITY NAME AMONG AMERICA'S CHEESE

A lesson from
BELMONTE

Spain's great bullfighter



Juan Belmonte

1 "Bullfighting as an amateur was my hobby in Mexico City," reports Barnaby Conrad, novelist and friend of Canadian Club Whisky. "So when in Sevilla, Spain, writing my new book, I made for the bullring with the hope of arranging a fight. It was closed, but . . . 'Señor!' the *guardia civil* at the gate said, 'here comes the great Juan Belmonte. Perhaps he can help you!' Did he?—no man was ever more gracious . . .



2 "When Sr. Belmonte learned I'd done some bullfighting, he invited me to his farm where he was training with young bulls. Seeing him work, I appreciated why he is called *El Terremoto*—The Earthquake,



3 "Then—'Your turn!' he shouted at me. At first I was all thumbs, but the little bull was a scrapper—had me on my mettle pronto. Under the eye of *El Terremoto* and his celebrated son, Juanito, I really strutted my stuff.



4 "Later, as the bulls filed to pasture, *El Terremoto* told me of an ambition to visit the States. 'Soon the great Pan American Clippers will be flying there in just a day,' he said. 'Then I may go.'



5 "But I found there's one Yankee pleasure he's already acquainted with. For in his patio I had the honor of toasting his unmatched artistry in the unmatched flavor of America's favorite imported whisky—*Canadian Club*!"

Even these days travelers tell of being offered Canadian Club all over the earth—often from a cherished pre-war supply.

And why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon—yet there is no other whisky in all the world that tastes like Canadian Club. You can stay with Canadian Club all evening long—in cocktails before dinner and tall ones after. That's why Canadian Club is the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

Canadian Club



Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof

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A man with a weathered face, wearing a straw hat and a blue and white plaid shirt, is shown from the chest up. He is holding a large, vibrant orange and yellow tobacco leaf with both hands, as if he is about to smoke it. The background is a soft-focus landscape of a field under a cloudy sky.

L.S./M.F.T.

For your own real deep-down
smoking enjoyment.. smoke
that smoke of Fine Tobacco

LUCKY STRIKE

